

Research on the Cultural Inheritance and International Communication of Hainan's Su Dongpo Culture from the Perspective of Cultural Memory

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ABSTRACT

Su Dongpo's cultural heritage is an integral part of China's excellent traditional culture and a significant component of the new form of Chinese civilization. Its preservation is crucial to the construction of contemporary public cultural systems. Hainan is one of the regions with a substantial amount of Su Dongpo's cultural heritage. The province is implementing General Secretary Xi's important speech during his inspection in Hainan and the spirit of the 8th Provincial Party Congress. In the process of vigorously promoting the development of a globally influential free trade port, efforts are being made to explore Hainan's exceptional cultural resources and promote the contemporary value of Su Dongpo's cultural heritage. This paper examines the current status of preservation and inheritance of Su Dongpo's cultural heritage in Hainan, analyzes existing issues, and proposes recommendations for advancing the protection, inheritance, creative transformation, innovative development, and international dissemination of Su Dongpo's cultural heritage in Hainan.

KEYWORDS

Su Dongpo culture; innovative transformation; international communication

1 Cultural Memory Theory

Halbwachs' theory of "collective memory" introduced memory studies from the field of biology into sociology. Jan and Aleida Assmann further developed this concept into the "cultural memory" theory, providing a more in-depth analysis of the historical and media logic of memory. This theoretical mechanism aims to help people remember "what we should remember," with all these questions pointing to the same answer: the basic consensus on social frameworks or current life rules. Therefore, the spiritual core of a nation or ethnic group is constructed on identical cultural memories, with cultural memory serving as the logic of continuity. "National identity and its stability are subject to cultural memory and its organizational forms"^[1]. The function of cultural memory is to strengthen the identity of collective members, while the alienation of cultural memory implies that the spiritual core supporting human existence will cease to exist, rendering all events and material things meaningless.

2 Current Status of Su Dongpo Cultural Inheritance and Development in Hainan

During his three years in Hainan, Su Dongpo lectured on philosophy, spread education and

culture, transformed social customs, and showed concern for people's livelihoods. His thoughts, literature, and personal integrity were transcendent and uniquely charismatic. Today, Su Dongpo's culture has become a world-renowned symbol of China's excellent traditional culture. "With the changes of time and the evolution of production and lifestyle, cultural heritage exists as cultural memory" ^[2]. Promoting international cooperation and exchange of Su Dongpo's culture and sharing its stories on the international stage are inherent requirements of Hainan's free trade port construction. As research and dissemination of Su Dongpo's culture continue to deepen and expand, Hainan Free Trade Port will undoubtedly generate a unique cultural charm internationally.

This research focuses on the ontological inheritance of "Su Shi's thought," rather than using Su Shi's ideas as arguments to discuss or prove other academic propositions. "In many cases, public heritage itself is collective memory and cultural memory" ^[3], with the two sharing similarities in practical and theoretical domains. "Su Shi's thought" is a concept that needs to be examined from a dynamic perspective. Its most fundamental carriers are the various texts authored by Su Shi, but in the actual historical process, "Su Shi's thought" exists not only in Su Shi's written texts but also in the interpretations and commentaries of researchers throughout history on Su Shi's texts and Su Shi himself. Viewing both Su Shi's writings and later literature commenting on his thoughts as the complete carriers of "Su Shi's thought," and reading them in relation to each other, allows for a deeper understanding of the shaping process of "Su Shi's thought" and a more objective and fair assessment of the historical value and contemporary significance of Su Shi's ideas.

Previous research on Su Dongpo and Hainan has primarily focused on four aspects: "Su Dongpo's experiences in Hainan," "Su Dongpo's poetry and prose in Hainan," "Su Dongpo's contributions to Hainan," and "Su Dongpo's relics in Hainan." However, applied research on "how to activate the rich cultural legacy left by Su Dongpo in Hainan to assist in the construction of Hainan Free Trade Port" has been scarce.

3 Approaches to Su Dongpo Cultural Heritage Protection and International Communication

"Media, as a material support, plays a fundamental role in sustaining cultural memory" ^[3]. With the evolution of times and technological innovations, the media relied upon to present cultural memory are constantly evolving, with each innovation impacting its methods of remembrance and storage.

Innovative dissemination of Su Dongpo culture: Seeking innovative inheritance models is an effective approach to achieve cultural protection and transmission. Traditionally, the inheritance of Su Dongpo culture has primarily employed documentary research methods to transmit texts and ideas. In the context of the free trade port, digital technologies should be utilized to record the audio, visual, and physical content of Hainan's Su Dongpo cultural heritage, thereby achieving a more permanent and extensive mode of inheritance.

The dissemination and protection of Su Dongpo culture should be closely integrated with the promotion of Hainan's tourism economy. The socio-cultural and economic efficacy of Su Dongpo cultural dissemination depends not only on the cultural value content and scale of Su Dongpo's legacy but also on the technical methods used to stimulate audience interest, as well as the optimization of textual information and value reconstruction that align with the audience's aesthetic reception psychology.

Combining film and digital technologies with Su Dongpo cultural protection: Utilize new media communication technologies, channels, terminals, service advantages, as well as communication principles, auxiliary guidelines, and operable rules to integrate into a more efficient information

dissemination system, conveying Hainan's cultural characteristics to domestic and international audiences (potential tourists).

4 Issues in the Protection and Inheritance of Su Dongpo Cultural Heritage in Hainan

Scholar Fu Wei'an believes that the current domestic "cultural heritage" inheritance faces issues such as "severe aging of the inheriting group, shrinkage of the inheriting group, conservative mindsets of artisans, and low social recognition" ^[6]. Scholar Wang Wenzhang argues that "the dissemination of cultural heritage is threatened by factors such as armed conflicts, cultural homogenization, industrialization, tourism, immigration, environmental degradation, and rural-urban migration, facing the risk of disappearance" ^[7]. The management institutions for the inheritance and dissemination of Su Dongpo cultural heritage in Hainan are not yet fully developed.

As of the end of 2022, while central and provincial financial investments have been relatively substantial, financial inputs from Hainan's cities and counties have been comparatively limited.

The level of digitalization requires improvement. There is insufficient creative transformation and innovative development of Su Dongpo cultural heritage in Hainan.

5 Strategies and Recommendations for the Protection, Inheritance, and International Communication of Su Dongpo Culture in Hainan

5.1 Strengthen top-level design and integrate into major national strategies

To effectively protect Su Dongpo culture, we should adopt measures such as: formulating policies for the protection and inheritance of Su Dongpo cultural heritage; organizing an expert committee for Su Dongpo cultural heritage protection with clearly defined responsibilities; leveraging resources from universities and scientific academies to conduct in-depth research on intellectual property protection of Su Dongpo cultural heritage; actively promoting the application of information technology to Su Dongpo culture, integrating it into local economic and social development, and incorporating it into a comprehensive performance evaluation system; strengthening the protection and inheritance of Su Dongpo culture through innovative policy measures to create a Chinese-characteristic free trade port with international competitiveness, thereby promoting China's development and prosperity. Regarding safeguard mechanisms, research and issue implementation opinions on strengthening the protection and inheritance of Su Dongpo cultural heritage; improve the joint conference system for Su Dongpo cultural heritage protection work, determine member units, with the Department of Tourism and Culture taking the lead in forming a collaborative effort for Su Dongpo cultural heritage protection; rely on universities and research institutes to explore research on intellectual property protection of Su Dongpo cultural heritage; accelerate the digitalization and standardization of Su Dongpo cultural heritage; incorporate Su Dongpo cultural heritage protection work into the province's overall economic and social development plan and evaluation system, forming a institutional mechanism and social environment conducive to the protection and inheritance of Su Dongpo cultural heritage throughout the province, gathering cultural strengt.

5.2 Emphasize System Construction, Establish the "Four Pillars and Eight Columns" of Su Dongpo Cultural Inheritance

As Hainan Free Trade Port construction is advancing towards higher-level institutional opening

up centered around closed operations, Hainan should seize this opportunity to continuously strengthen the cultural fabric, living space, and inheritance carriers of Su Dongpo culture. Emphasis should be placed on platform building and system construction, continuously enhancing the protection, inheritance, and innovative development of Su Dongpo cultural heritage in Hainan, and establishing the "four pillars and eight columns" of Su Dongpo cultural heritage protection in Hainan. Formulate the "Hainan Province Ethnic and Folk Culture Protection Regulations," with the Department of Tourism and Culture leading the research and development of the "Hainan Province Su Dongpo Cultural Heritage Development Plan." Swiftly respond to the spirit of the "Notice on Promoting the Deep Integration of Intangible Cultural Heritage and Tourism Development" issued by the Ministry of Culture and Tourism. Organize expert teams to research key strategies for promoting the deep integration of Su Dongpo culture with tourism and the digital construction and development of Su Dongpo culture, thereby solidifying the institutional support for Su Dongpo cultural inheritance and development work. We need to continuously optimize three systems: representative projects, representative researchers, and comprehensive regional protection. We should also quickly establish three additional systems: a survey and recording system, an inheritance experience facility system, and a theoretical research system. This will help promote the inheritance, protection, innovative development, and global dissemination of Su Dongpo cultural heritage in Hainan.

5.3 Write Extensive Articles on Classified Communication, Advance Theoretical and Practical Innovation in Su Dongpo Cultural Research

The inheritance of Su Dongpo cultural heritage in Hainan follows certain patterns and should be approached with categorized strategies. To fully utilize the social and life values of Su Dongpo cultural heritage in Hainan, we need to conduct comprehensive surveys, recordings, and research within a deep protection system. Collect and record these survey data, information, and results through electronic means to provide reliable data support for the protection of Su Dongpo cultural heritage. Employ text, images, audio, and video methods to implement comprehensive documentation of national-level representative projects and representative experts and scholars of Su Dongpo cultural heritage. Standardize and improve the archiving work of Su Dongpo cultural heritage and the construction of various databases and public digital platforms.

5.4 Emphasize the Compilation and Protection of Local Su Dongpo Culture in Hainan, Accelerate the Excavation and Development of Su Dongpo Heritage Sites

It is recommended to focus on the investigation, compilation, and protection of Su Dongpo cultural heritage in Hainan, with particular attention to the cultural heritage from Su Shi's period in Danzhou. Especially accelerate the archaeological excavation and protection of sites such as the Dongpo Wanglang Hermitage: Collect and organize Su Shi's poetry, prose, images, calligraphy works, and folk stories from his time in Hainan, transforming the "fragmented" state of Su Dongpo culture in Hainan into a standardized protection and inheritance system. Conduct effective archaeological publicity and exhibition of Su Dongpo sites in Hainan: Accelerate the establishment of the Dongpo Academy, Su Dongpo Cultural Theme Park in Hainan, Su Dongpo cultural-themed commercial and cultural institutions.

In the process of exploring and developing Su Dongpo cultural sites, create high-quality cultural tourism products. Culture constitutes the spirit, while travel is its external manifestation. Only when culture and travel are closely integrated can we achieve results greater than the sum of their parts ($1+1>2$). We need to tightly integrate the cultural industry, exploration of tourism resources, shaping

of the tourism market, and advancement of the tourism industry, striving to create a series of high-quality cultural travel routes and related products with strong global competitiveness and influence, thereby highlighting these excellent cultural travel experiences.

5.5 Strengthen Digital Protection, Bring Su Dongpo Cultural Inheritance to Life

It is suggested that the Provincial Department of Tourism and Culture take the lead in organizing efforts to formulate a multi-regulatory integrated digital protection system for Su Dongpo cultural heritage. Research and develop billing standards for the digital recording and preservation of Su Dongpo cultural heritage in Hainan, incorporating the digital protection of Su Dongpo cultural heritage into the budget. Promote the construction of a data-centric Su Dongpo cultural protection center in Hainan, enabling people to understand the state of Su Dongpo cultural dissemination in real-time, perceive various reported data, and engage in self-directed learning through digital platforms, forming a knowledge system of Su Dongpo cultural heritage. Utilize digital virtual technology for high-definition display and immersive interpretation to advance the mutual learning and exchange of intangible cultural heritage. Conduct multimedia lectures, online training, Su Dongpo cultural heritage creative design, and other activities to truly bring Hainan's Su Dongpo culture to life.

5.6 Strengthen New Media Platform Construction, Promote International Communication of Su Dongpo Culture in Hainan

Social Media Promotion: (1)TikTok: Utilize creative short videos for promotion.(2)Weibo: Generate topics for promotion. (3)WeChat Official Accounts: Employ the latest technological means for promotion. (4)Xiaohongshu: Focus on creative note-based promotion.

AI Promotion

Offline Event Promotion

5.7 Strengthen Talent and Funding Guarantees, Ensure the Continuity of Su Dongpo Culture through Inheritance

Improve institutional settings and strengthen talent team building. Institutional settings: Enhance the construction of relevant research institutions at Hainan University and Hainan Normal University, adding 3-5 staff positions to coordinate the province-wide Su Dongpo culture inheritance, protection, and dissemination management work. Talent cultivation: Introduce postgraduate-level professionals in Su Dongpo cultural research and communication, recruit professional talents for key positions through special channels; explore the recognition of representative Su Dongpo cultural teams and appoint team leaders; establish a long-term training mechanism for Su Dongpo cultural inheritance and dissemination, enhancing the ability to innovate in Su Dongpo cultural inheritance practices; strengthen training for Su Dongpo cultural heritage management personnel and grassroots backbones; encourage Hainan University, Hainan Normal University, and others to establish research institutions and organize activities related to Su Dongpo cultural inheritance and dissemination, cultivating talent for Su Dongpo cultural protection management; improve the evaluation mechanism for Su Dongpo cultural inheritance and dissemination professionals; establish an expert consultation mechanism for Su Dongpo cultural research and protection.

Guarantee funding for Su Dongpo cultural heritage inheritance and protection. Based on standardizing and strengthening the execution of provincial intangible cultural heritage protection

budget funds, it is recommended to increase the special budget for Su Dongpo cultural inheritance and dissemination by 5% annually, conducting process supervision and performance evaluation on the use of these special funds; introduce relevant policies to encourage cities and counties to increase fiscal budget for Su Dongpo cultural inheritance and dissemination; appropriately increase subsidies for relevant personnel; encourage industry associations and enterprises to legally establish foundations to support Su Dongpo cultural inheritance projects in the form of project funding.

5.8 Integrate Resources for Multi-faceted Utilization, Foster the Rise of "Su Dongpo Culture+" Industries

The value of Su Dongpo cultural heritage is multi-layered and multi-dimensional. The protection and inheritance of Su Dongpo cultural heritage in the new era should develop through both preservation and innovation, finding connection points between traditional culture and modern life. Innovative utilization of Su Dongpo cultural heritage essentially means fully employing new technologies and methods to deeply explore the spiritual and industrial value of Su Dongpo culture. Through multi-disciplinary and multi-domain three-dimensional integration, reconstruct the value system of Su Dongpo cultural heritage, maintaining and enhancing the sustainability and vitality of Su Dongpo cultural heritage inheritance and international communication.

6 Conclusion

Currently, cultural undertakings and cultural industries have become important forces for carrying and disseminating mainstream values, enhancing national cultural soft power and comprehensive national strength. Su Dongpo culture, as a vehicle for international communication of Hainan's local culture, has great potential. We should seize the opportunity, deeply explore characteristic cultural resources, and boost the development of local cultural industries. We need to improve the institutional mechanisms for the development of cultural undertakings and cultural industries, promote cultural revitalization and inheritance, enrich people's spiritual and cultural lives, and enhance national cultural soft power and the influence of Chinese culture.

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