

# ART MANAGEMENT AND CULTURAL DISSEMINATION OF BADASHANREN IN THE QING DYNASTY, THE PEOPLE'S REPUBLIC OF CHINA

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## **Abstract**

The objectives of this research were: (1) To Study and analysis and analyze the exchange and dissemination of Badashanren culture. (2) To synthesis of the inheritance and development of Badashanren culture on the field of contemporary art. (3) To Establish management models for the dissemination of art and culture among Badashanren in contemporary society. This research methodology was mixed-methods, including qualitative and quantitative research techniques such as literature reviews, participatory action research, and statistical analyses. The research centered on Nanchang City, Jiangxi Province, Explored key areas such as cultural exchange and dissemination, the integration of culture in the inheritance and development of contemporary art, and the data and models of the dissemination of Badashanren art and culture in contemporary society. **The research findings were found that:** 1) The analysis of the cultural dissemination style characteristics of Badashanren not only endows his works with high artistic value, but also has a profound impact on his cultural dissemination. 2) The average value for understanding the importance of Badashanren art in inheriting historical and cultural heritage is 3.58. The average value for recognizing the importance of geographical environment in cultural dissemination is 3.61. Modern art management is the key to the development of cultural dissemination, and the average value is 3.6. Developing cultural tourism and increasing international visibility ranks highest with an average value of 3.7 The average value of promoting economic development

through the development of cultural products reaches 3.71, the average value of further optimizing resource integration to enhance overall management efficiency is 3.41., the average values of the above items are concentrated between 3.41 and 3.71, with a standard deviation range of 1.077 to 1.228. This indicates that there are positive evaluations in multiple aspects.3) The key data and strategic models for the art management and cultural dissemination of Badashanren include: the construction of the Badashanren network platform, the promotion and marketing model of the Badashanren network platform, cooperation and public participation, cultural dissemination and international cooperation, the integration of cultural and creative development and market orientation, and the deepening of education and social influence.

**Keywords:** Art Management; Cultural communication; Badashanren; Qing Dynasty

## Introduction

The Qing Dynasty was a period of cultural prosperity in Chinese history, among which of Badashanren, as outstanding representatives of Qing Dynasty art, had profound artistic achievements and influence. One of the research backgrounds is the inheritance of the Northern Painting School and the Southern Painting School's painting style language in the Jiangxi Painting School by Luo Mu in the late Ming and early Qing dynasties, as well as the further innovation of the eight major painting arts. Luo Mu was a famous painter in the late Ming and early Qing dynasties. His artistic contributions were mainly reflected in the fusion of the styles of the Northern and Southern painting schools, as well as his inheritance in the Jiangxi painting school. He absorbed the techniques of the Northern School of Painting and also used the painting language of the Southern School of Painting, forming a unique artistic style in the Jiangxi School of Painting. Firstly, Luo Mu has conducted in-depth research on the artistic style of the Northern School of Painting. The Northern Painting School is known for its grandeur and boldness, emphasizing the grandeur and grandeur of nature. In the process of learning the Northern Painting School, Luo Mu not only mastered its basic painting techniques, but also deeply understood its artistic spirit. He expresses his love for northern landscapes in his works while also showcasing his unique understanding of art. Secondly, Luo Mu integrated the painting language of the Southern School of Painting into his own works. The Southern

School of Painting is known for its delicacy and softness, emphasizing the expression of natural vitality and energy. On the basis of inheriting the Southern School of Painting, Luo Mu combined it with the style of the Northern School of Painting to form his own unique artistic style. His works embody both the grandeur of northern landscapes and the freshness and beauty of southern landscapes. In addition, Luo Mu also innovated the painting art of the Badashanren. Badashanren was a famous painter of the Ming Dynasty, whose works were known for their simplicity and subtlety. On the basis of studying the painting art of Badashanren Luo Mu combined his own artistic practice to further innovate it. His works incorporate both the simplicity and vividness of the Badashanren, as well as his own artistic understanding and expressive skills. In summary, Luo Mu held an important position in the art world during the late Ming and early Qing dynasties. He made important contributions to the development of Chinese painting art by integrating the styles of the Northern and Southern painting schools, inheriting them in the Jiangxi painting school, and innovating the painting art of the Badashanren.

Overall, his artistic achievements and influence come not only from his superb skills, but also from his artistic philosophy and management style. By studying his art management, we can provide useful reference and inspiration for modern art management. Not only for art creators and enthusiasts, but also for researchers in the fields of art management and cultural communication, as well as for the general public, it has important practical significance.



Figure 1: "Ink Lotus Scroll" by the BaDaShanRen

*Source:* Badashanren Memorial Hall.2023

## Research Objectives

1. To Study and analysis and analyze the exchange and dissemination of Badashanren culture.
2. To Synthesis of the inheritance and development of Badashanren culture on the field of contemporary arts.
3. To Establish management models for the dissemination of art and culture among Badashanren in contemporary society.

## Literature Reviews

The first part elaborates on the literature review of the study in three parts, one of which is the main theoretical concepts of the research on the art management and cultural dissemination of the Badashanren. Firstly, there is the artistic concept of the unity of heaven and humanity. The Badashanren are deeply influenced by Taoist and Zen thought, and their artistic concept emphasizes the harmonious unity between humans and nature. Secondly, there is a contemporary perspective that follows the brushstrokes, and the artistic creations of th Badashanren are deeply influenced by the historical background. He believes that artists should reflect the true face of society through art. Once again, there is a minimalist and not simplistic aesthetic. The artistic works of the Badashanren are known for their simplicity, as they express profound artistic conception and emotions through refined brushstrokes and composition. Next is the pursuit of individuality and innovation in artistic creation, daring to break through outdated customs and create their own unique artistic style. Finally, there is the combination of art and morality. Badashanren believe that art is not only a way to express thoughts and emotions, but also an important means of moral education. He conveys moral concepts through artistic creation and guides people to pursue truth, goodness, and beauty. When studying the artistic management and cultural dissemination of the Badashanren, these theoretical concepts provide us with important perspectives and thinking frameworks. At the same time, we should also comprehensively and deeply understand the artistic achievements and contributions of the Badashanren by combining their specific works and historical background.

The second point points out the scope defined by the research objectives of management and communication studies, while also highlighting the limitations of the art discipline, and proposes directions and prospects for future interdisciplinary and cross disciplinary research. Firstly, the research objectives and scope of management focus on the management activities within and outside the organization, including leadership, decision-making, strategic management, human resource management, etc. The research scope of management is broad, involving various types of organizations such as enterprises, governments, non-profit organizations, etc. Secondly, the research objectives and scope of communication studies mainly focus on the process, effectiveness, and impact of information dissemination, involving media research, advertising, public relations, social media, cross-cultural communication, and other fields. Communication studies focus on the generation, transmission, reception, and feedback of information, as well as how these processes affect individuals, groups, and society. Next the research objectives and limitations of the art discipline, which mainly studies art creation, art theory, art history, and the relationship between art and other fields. The art discipline has a high degree of creativity, aesthetics, and practicality, but there are also certain limitations, such as excessive focus on individual expression, neglect of social functions, and lack of quantitative research. The fourth is the direction and prospects of interdisciplinary and cross-border research. Firstly, the interdisciplinary research between management and communication studies can focus on internal information dissemination, leadership communication, crisis public relations, and other aspects of the organization. By integrating the theories and methods of management and communication, we can gain a deeper understanding of the internal and external information flow and decision-making processes within an organization. Next is the interdisciplinary research between management and art, which can focus on creative management, design thinking, organizational culture, and other aspects. The art discipline can provide new perspectives and methods for management, helping organizations stimulate innovative thinking, increase employee engagement, and shape a unique organizational image. Finally, there is the interdisciplinary research between communication studies and art disciplines, which can focus on media art, cross media creation, digital communication, and other aspects. The art discipline can provide more creative inspiration and forms of expression for communication studies, while communication studies can provide a broader communication channel and audience base for the art discipline. Looking ahead to the future,

interdisciplinary and cross-border research will become an important trend. This research approach can not only break down disciplinary barriers, promote knowledge exchange and integration, but also provide more comprehensive and in-depth perspectives and methods for solving practical problems. For example, interdisciplinary and cross disciplinary research will play an increasingly important role in solving social problems, promoting innovative development, and improving the quality of human life. Meanwhile, with the continuous development of technology, such as artificial intelligence and big data, interdisciplinary and cross-border research will also face more opportunities and challenges.

In summary, management, communication, and art disciplines each have unique research objectives and categories, and interdisciplinary research can bring new development opportunities and challenges to these disciplines. In the future, we should pay more attention to the interdisciplinary integration of these disciplines, promote the in-depth development of interdisciplinary and cross-border research, and make greater contributions to the progress and development of human society.

The third is to emphasize the important position and contribution of the artistic management and cultural dissemination of the Eight Great Mountain People in the history of Chinese art. In the history of Chinese art, Badashanren have held a pivotal position with their unique artistic style and profound artistic ideas. His artistic management and cultural dissemination not only had a profound impact at that time, but also provided important inspiration and impetus for the development of art in later generations. The dissemination of artistic ideas among the Badashanren is closely related to the changes in their living environment. His living environment includes Huizhou, a prosperous commercial area, as well as his extensive interactions with Huizhou merchants, local gentry, and officials from the Qing and Han dynasties. These social backgrounds provide a good soil for the dissemination of his artistic ideas. Especially his interaction with Huizhou merchants further promoted the dissemination of his artistic ideas. Influenced by Confucianism, Huizhou merchants sought the help of the Badashanren to enhance their cultural taste and write poetry and paintings for them. This kind of interaction not only enhances the cultural taste of merchants, but also expands the artistic communication circle of the Badashanren, further promoting the dissemination of their artistic

ideas. In addition, the dissemination of the artistic ideas of the Badashanren among the Eight Eccentrics in Yangzhou is worth mentioning. The Eight Eccentrics of Yangzhou not only inherited and developed the painting style and ideas of the Badashanren, but also had a positive impact on the painting world in the mid Qing Dynasty. Their inheritance and development of the artistic ideas of the BaDaShanRen not only promoted the development of the art world at that time, but also provided important inspiration for the artistic development of future generations. The contribution of the artistic management and cultural dissemination of the Badashanren to the history of Chinese art cannot be ignored. His artistic ideas not only influenced the art world at that time, but also had a profound impact on future artists. For example, artists such as Wu Changshuo, Qi Baishi, and Pan Tianshou were all influenced by the artistic ideas of the Eight Great Mountain People, and their artistic achievements to a certain extent reflect the essence of the artistic ideas of the Badashanren.

The second part is domestic and international related research, using Google, Baidu, Facebook search engines, and China National Knowledge Infrastructure to conduct online searches on the three keywords of "Badashanren", art management, and cultural dissemination, both domestically and internationally. Then, CNIK is used to analyze academic journals and related works using a database to collect literature data. Finally, Microsoft Excel is used to draw data analysis graphs and knowledge graphs. At the same time, we will go offline to the Badashanren Memorial Hall to search for relevant laws and policies.

Analyze keywords, conduct research and analysis on the keywords of the topic, and infer feasible research directions. In this chapter, two conclusions were drawn by analyzing the variables. The first conclusion is that by analyzing the distribution of time and quantity of several independent variables in Google Book corpus, the frequency fluctuations of related words from 2020 to present, and the usage of dynamic vocabulary, we can see the current trend in museum management and dissemination. The second conclusion is that judging the results of academic journals and papers from the distribution and cluster analysis of knowledge graphs, research has found that articles targeting "Badashanren", "Art Management", and "Cultural Communication" have lower citation and download rates on CNKI. In the "Attention Index" (Badashanren Memorial Hall), such words are relatively low, but they appear more frequently in terms of

"art management" and "cultural dissemination", and they also play a promoting role in the development of today's culture. Overall, the artistic management and cultural dissemination of the Badashanren have an important position and contribution in the history of Chinese art. His artistic ideas not only promoted the development of the art world at that time, but also had a profound impact on future artists. His artistic achievements and contributions undoubtedly provide us with valuable artistic resources and inspiration, and also provide us with important perspectives and references for further research and understanding of Chinese art history.

## Research Methodology

**Qualitative data analysis:** In terms of qualitative analysis, methods such as data collection and in-depth interviews were used to gain a deep understanding of the history, characteristics, value, and current development status of the culture of the Badashanren. One is to analyze textual materials and research paper data in relevant fields both domestically and internationally. According to the scope of research objectives, collect literature and paper materials in relevant fields at home and abroad, use the CNKI core database and Ngram book corpus as the organizing objects, use the CNKI visual analysis program to search for keywords, and ensure the accuracy of data collection. This can ensure the acquisition of relevant literature and academic papers, and make theoretical reserves for the next step of analysis.

In-depth interview data analysis. In terms of data collection for in-depth interviews, offline interviews were conducted in a one-on-one format, including interviews with the director and staff of the Badashanren Memorial Hall, mainly to understand the process and related data of Badashanren art management and cultural dissemination. Through this in-depth interview, it also requires joint efforts from multiple parties to promote social media and online platforms, strengthen the integration of culture and tourism, education and publicity, international cooperation and exchange, while striving for strong support from government policies. Ultimately, it injected new vitality into the development of the art of Badashanren. The interview outline was developed based on the purpose of the interview, which mainly involves the following questions: (1) Do you know about the Badashanren and their works? (2) How did you learn about the Badashanren? (3) What themes or emotions do you think the art works of

Badashanren mainly reflect? (4) What do you think of the artistic style of Badashanren? (5) Do you think the art works of the Badashanren still have influence in today's society? (6) Have you visited the Badashanren Memorial Hall or any related art exhibitions? (7) How do you think the Badashanren Memorial Hall has done in terms of cultural dissemination? (8) What impact do you think the innovative measures of the Badashanren Memorial Hall have on cultural dissemination? (9) Do you have any suggestions or opinions on the art management and cultural dissemination of the Badashanren? The purpose of this in-depth interview is to understand the current situation of art management and cultural dissemination among the Badashanren, explore the possibility of effective management and dissemination development, and conduct specific analysis based on the collected relevant information to prepare for the next quantitative analysis.

**Analysis of the quantitative data:** In terms of quantification, reliability and validity analysis, descriptive analysis, correlation analysis, and regression analysis were used to quantitatively evaluate the topic of the survey questionnaire. And based on the research objectives, an effective questionnaire was designed, which mainly consists of basic information questions and text parts, including: (1) your gender; (2) Your age range; (3) The profession you are currently engaged in; (4) Your level of education; (5) Your level of understanding of the Badashanren; (6) Have you ever watched any exhibitions related to the Badashanren Memorial Hall. The text section mainly uses the Likert scale to measure its structure, with scores ranging from 1 to 5, which are strongly disagree, somewhat disagree, neutral, agree, and strongly agree. The dimensions of the questionnaire survey mainly include collecting basic personal information of participants, such as age, gender, education level, occupation, etc., in order to analyze the cognition and attitude of different groups towards the management and cultural dissemination of Badashanren art, understand the participants' understanding of Badashanren art works, appreciation preferences, cognitive pathways, etc., to evaluate the awareness and influence of Badashanren art in the public, investigate the impact of Badashanren art in cultural dissemination, including dissemination channels, dissemination effects, audience feedback, etc. to evaluate the effectiveness and influence of cultural dissemination, understand the operation, management mode, management effects, etc. of Badashanren art management institutions, to evaluate the effectiveness and feasibility of management practices, analyze the impact of

Badashanren art on social culture, economy, etc. The impact on development and other aspects, conduct a survey to evaluate its value and role in social development from five aspects. The questionnaire was published on the Wenjuanxing program platform. In order to ensure the credibility and effectiveness of the survey questionnaire, we targeted 200 visitors as the survey subjects. Use the reliability and validity analysis in SPSS to determine the reliability of the questionnaire, and conduct factor analysis on the convergent validity. Preliminary test results indicate that the questionnaire has high reliability and validity.

## Results

**1. The analysis of the cultural dissemination style characteristics of Badashanren** has promoted the inheritance and development of traditional Chinese culture, and its artistic innovation spirit has also provided inspiration for modern artists. Integrating traditional elements with modern aesthetics to create artistic works with historical depth and contemporary aesthetics. The summary of the above research results provides rich theoretical soil and practical guidance for the cultural exchange, dissemination, inheritance, and development of Badashanren. The artistic value and cultural significance of Badashanren have been further explored and promoted.

**2. The quantitative analysis conclusion reveals the key factors in the inheritance and dissemination of Badashanren art and culture**, as well as their significant role in cultural development, providing empirical evidence for achieving the research objective. By combining descriptive statistics and regression analysis, we can comprehensively understand the public's views on the cultural and historical value, geographical characteristics and resource advantages, artistic management and innovation, cultural dissemination and internationalization, as well as practical orientation and market economy development of Badashanren. (2) Descriptive statistics show that respondents generally agree on the importance of Badashanren culture and art in inheriting historical and cultural values, and enhancing the level of cultural dissemination. Among them, the dimensions of cultural dissemination and internationalization have received high praise, indicating the public's recognition of using digital technology and cultural tourism to enhance the global influence of Badashanren culture. In addition, art management and innovation are also considered

important factors in promoting cultural development, reflecting the core role of modern management and technological integration in cultural inheritance. (3) The regression analysis results further confirmed the significant impact of various dimensions on the inheritance and dissemination of Badashanren art and culture, as well as the current status of art management. Among them, cultural dissemination and internationalization have the most significant impact on the dependent variable, indicating that strengthening cultural dissemination and internationalization is an important path to promote the development of Badashanren culture. At the same time, art management and innovation, as well as history and inheritance, also play an important role in cultural development, highlighting the value of combining traditional culture with modern management.

In summary, the inheritance and development of the art and culture of Badashanren require the comprehensive use of various strategies, including cultural innovation, international exchange, market orientation, etc., to achieve its sustainable development.

**3. The construction of Badashanren network platform:** Firstly, it is necessary to clarify the platform's positioning and goals, secondly, to design the platform's functions, thirdly, to implement the platform's technology, and finally, to operate and promote the platform. In short, the construction of the Badashanren network platform is a long-term and complex project that requires efforts and cooperation from multiple parties. Displaying and disseminating the artistic achievements and cultural heritage of Badashanren through digital means will provide more people with opportunities and platforms to understand, appreciate, and study the excellent traditional Chinese culture.

Badashanren Network Platform Promotion and Marketing Model: The Badashanren Network Platform Promotion and Marketing Model can comprehensively use multiple strategies to achieve the best market effect. The promotion and marketing models include: digital museum marketing, social media marketing, online advertising placement, content marketing, cross-border cooperative marketing, membership system and promotional activities, data detection and optimization. In short, the promotion and marketing model of the Badashanren online platform requires the comprehensive use of multiple strategies, focusing on user experience and interaction, in order to continuously enhance brand awareness and influence.

**Collaboration and Public Participation Strategy:** Firstly, enhance the public's understanding and recognition of Badashanren culture through online and offline activities. Secondly, collaborate with government, enterprises, schools and other institutions to jointly develop cultural and creative products and educational activities. Finally, the regular Badashanren Art Festival not only includes exhibitions, but also invites domestic and foreign scholars to participate in seminars to enhance public attention.

**Cultural dissemination and international cooperation:** Cooperate with some internationally renowned art institutions, such as jointly organizing an international exhibition of works by the Eight Yamato artists with art museums in France and Japan. Through international tours, multilingual online exhibitions, and cross-cultural exchange activities, the artistic spirit of Badashanren can be promoted globally, enhancing the international identity of Chinese culture. These exhibitions not only introduced more international audiences to the Badashanren, but also deepened the dialogue between Eastern and Western art through cultural exchange.

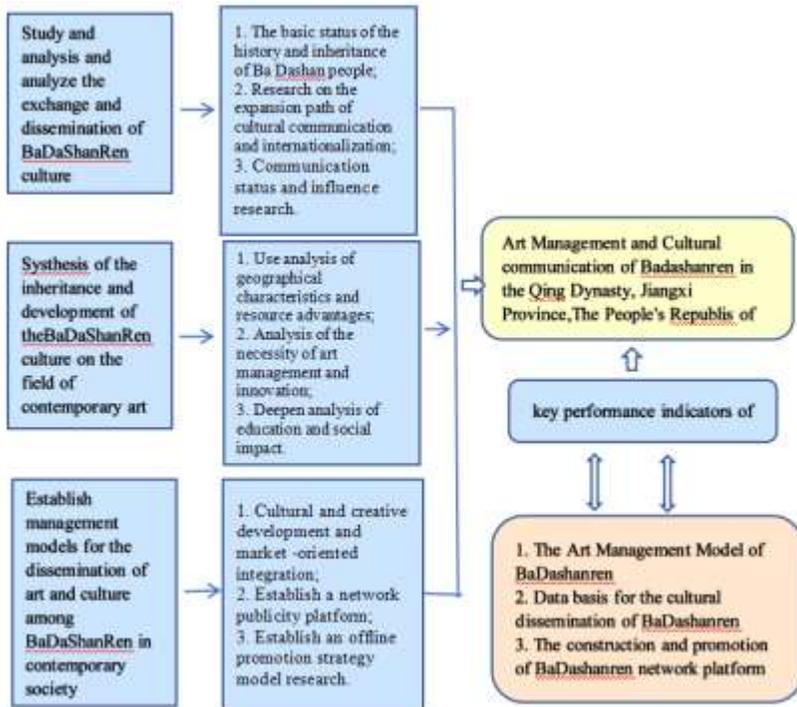
**Integration of cultural and creative development with market orientation** by designing practical and high-end cultural and creative products, and attempting to integrate the culture of Badashanren into cultural and creative products and film works, we aim to enhance their influence in a way that is closer to modern audiences. And targeted youth education activities can be carried out to further integrate the art of Badashanren into daily life, expand its social influence, and enhance cultural identity.

**Deepening the impact of education and society:** The introduction of youth education and basic education can not only enhance the next generation's sense of identity with the culture of Badashanren, but also promote cultural cognition at the social level and facilitate the sustainable dissemination of art.

## **New Knowledges**

By deeply exploring the artistic value, building a professional management team, diversifying communication channels, and strengthening media publicity, measures can be taken to effectively promote the inheritance and development of the art of Badashanren. At the same time, by organizing a series of exhibition activities (Chen Wei 2021), opening online exhibitions and virtual museums, and expanding the development of cultural and creative products, the cultural connotation and artistic value of Badashanren art can be

transmitted to more people, and the popularity and influence of art can be enhanced. In the future, we should continue to strengthen the research and dissemination of the art of Badashanren, and make greater contributions to the inheritance and development of Chinese culture.



**Figure 3:** Conceptual Framework for Research on Art Management and Cultural Communication of the Badashanren (Author, 2025).

## Discussions

Firstly, researchers have integrated traditional elements into modern creative product design, creating a series of cultural and creative products. These products not only have beautiful shapes and exquisite designs, but also contain profound cultural connotations. As shown in Figure 5.1, IP image design is carried out based on the character images of Badashanren, creating character images that not only showcase the unique charm of Badashanren culture, but also meet the modern pursuit of beauty.



**Figure 4:** IP Image Design and Cultural and Creative Products

*Source:* maobingshuang.2024.

Secondly, the development of cultural and creative products by Badashanren also fully considers market demand and consumer psychology. Designers combine traditional cultural elements with modern design concepts by delving into the aesthetic concepts and lifestyles of contemporary consumers, creating cultural and creative products that meet the needs of modern life. These products are not only practical, but also artistic and cultural, and are deeply loved by visitors. For example, researchers have incorporated traditional elements such as fish, cranes, deer, and rabbits from Badashanren into modern creative product design, creating a series of cultural and creative products. As shown in Figure 5.2, in the process of product design, researchers also pay attention to cooperation with universities, research institutions, etc., to jointly promote the inheritance and development of Badashanren culture.



**Figure 5:** Cultural and Creative Products Co Produced with College Students  
*Source:* maobingshuang.2024.

Finally, we actively explore new development models and combine traditional industries with tourism, cultural and creative industries to form a diversified industrial system. For example, in Figure 5.3, the designed cultural and artistic products of the Eight Great Mountain People will be displayed in the exhibition hall of the Jiangxi Province Badashanren Memorial Hall. This not only enriches the expression forms of Badashanren culture, but also injects new impetus into the development of the local economy.



**Figure 6:** Exhibition of Badashanren Art Management and Cultural Communication Design Achievements

*Source:* maobingshuang.2024.

**Discuss how to enhance the inheritance and development of the culture and art of Badashanren in contemporary times?** This question is based on the conclusion of research objective 2. In the field of education, the culture and art of Badashanren should be included in the art education system as one of the important teaching contents. Through classroom teaching, practical creation, and other methods, we aim to cultivate the younger generation's interest and appreciation ability for the art of Badashanren, allowing them to feel the charm of traditional culture in their learning and creation, and cultivating more talents for the inheritance and development of traditional culture. As shown in Figure 5.6, the Badashanren Memorial Hall fully utilizes the role of the museum as a "second classroom", taking the artistic content of Badashanren as the starting point, radiating the development curriculum of Chinese art history, and developing a set of Badashanren aesthetic education courses. In addition, modern technological means such as digital technology and virtual reality are utilized to digitally protect and display the works of Badashanren, allowing more people to appreciate their artistic works in a convenient way and enhance their understanding and identification with traditional culture. Finally, we need to strengthen the integration of the culture and art of Badashanren with contemporary society. Through various cultural activities, art exhibitions, and other forms, as shown in Figure 5.7, Badashanren Memorial Hall strives to make good use of its collection resources and create the "Walking BaDaShanRen Halls - Selected Exhibition of Badashanren Calligraphy and Painting" and send it to the campus. To create more intersections between traditional culture and contemporary society, and to inspire more people to love and inherit traditional culture. At the same time, encourage all sectors of society to participate in the inheritance and development of the culture and art of Badashanren, and create a good atmosphere of common concern and participation from the whole society. Through efforts and implementation in deepening research, artistic creation,

education popularization, technological application, and social integration, we can increase the inheritance and development of the culture and art of Badashanren in contemporary times, and make this precious cultural heritage shine with new vitality and vigor in contemporary times.



**Figure 6:** " Badashanren Large Unit" Art Education Course  
*Source:* maobingshuang.2024.



**Figure 7:** Walking into the School of Art, Nanchang University  
*Source:* maobingshuang.2024.

**Discuss how to address the key data and management models for the dissemination of Badashanren art and culture in contemporary society?**

The solution to the problem corresponding to research objective 3 can be approached from the following aspects when addressing the key data and management model issues in the dissemination of Badashanren art and culture in contemporary society: firstly, focusing on art market transaction data to provide a basis for the formulation of communication strategies. Next is audience research data, accurately targeting the target audience and developing more targeted communication plans. Finally, there is the evaluation data for

communication effectiveness, which quantifies the effects of various communication activities and continuously optimizes communication strategies based on the data. In terms of management models, we can learn from the following approach: firstly, establish a digital management platform to improve management efficiency. Secondly, implementing diversified communication strategies, forming a diversified communication matrix, and expanding the influence of the art and culture of Badashanren. Once again, we need to strengthen the construction of the talent team and provide strong talent support for the dissemination of the art and culture of Badashanren. Finally, it is necessary to establish a cooperation and win-win mechanism to jointly promote the dissemination and development of the art and culture of Badashanren.

## **Conclusions**

In order to promote the dissemination and development of Badashanren culture, we should consider multiple perspectives and factors comprehensively. Firstly, it is the integration and utilization of artistic resources, secondly, art exhibitions and exchanges, thirdly, cultural education and popularization, thirdly, the development of cultural and creative products, and finally, brand building and dissemination. In summary, by deepening art research, organizing a series of cultural and artistic activities, building a media promotion matrix, innovating cultural dissemination methods, strengthening the development of cultural and creative products, and cultivating a professional talent team, the artistic management and cultural dissemination level of Badashanren can be effectively improved, and Chinese culture can be better promoted to the world.

## **Suggestions and Recommendations**

1. Strengthen art management and enhance the value of collections. As a museum of calligraphy and painting, the Badashanren Memorial Hall should strengthen the research, protection, and management of its collections. By providing professional art appraisal and evaluation services, we ensure the authenticity and value of our collections.

2. Innovate cultural communication methods and broaden communication channels. In the post pandemic era, the Badashanren Memorial Hall should actively explore new cultural dissemination methods such as online exhibitions, live streaming, and virtual reality, break geographical limitations, and attract more audiences.

3. Deeply explore cultural connotations and create cultural brands. The art of Badashanren has a profound historical and cultural heritage. It is necessary to strengthen research on the works of Badashanren, extract their unique artistic styles and creative concepts, and deeply explore their cultural connotations.

4. Promote the integration of culture and tourism, and promote industrial development. Combining the cultural and tourism resources of Qingyunpu District in Nanchang City, promote the integrated development of the art and tourism industries of Badashanren. Establish the Badashanren Cultural Tourism Zone, linking the memorial hall, Mei Lake, Xiang Lake and other scenic spots to create a distinctive cultural tourism route.

5. Strengthen talent cultivation and team building, and enhance the level of artistic management. Emphasize the cultivation and introduction of talents in art management and cultural dissemination, and establish a high-quality and professional team. Because the cultivation and introduction of art management talents are the key to promoting the development of art management and cultural dissemination in the Badashanren.

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