



The International Communication Strategy of Kunqu Arts

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Received: 19 July 2023 ; Revised: 16 August 2023 ; Accepted: 19 March 2024

Abstract

This paper aims to explore the international communication strategy of Kunqu art and analyze its development and challenges under the background of globalization. The purpose of the study is to put forward effective international communication strategies to promote the wide dissemination and acceptance of Kunqu art on the international stage by studying the unique charm and communication status of the art. The research issues focus on the opportunities and challenges faced by Kunqu art in the international communication, as well as how to formulate targeted communication strategies to enhance its competitiveness and influence in the international cultural market. Through literature review, questionnaire survey and in-depth interview, this study reveals the core issues of Kunqu art in international communication, and proposes innovative communication strategies in order to promote the global influence of Kunqu art. Combined with the relevant theories of international communication, the advantages and disadvantages of Kunqu art in international communication are analyzed. Visit kunqu opera performances and promotion activities at home and abroad to understand its communication effect and audience response under different cultural backgrounds.

Keywords: Kunqu Art, Strategy, International Communication

Introduction

This focuses on the research background and significance of the international communication strategy of Kunqu art. Firstly, it describes the research background of international communication strategy of Kunqu. Kunqu is known as the “mother of Chinese opera”, and an in-depth study of its international communication strategy, taking Kunqu as a concrete case, can help promote Chinese culture and enhance its influence in the world. (Chen,2015) From the dimensions of necessity and importance, the significance of the research on the international communication strategy of Kunqu is discussed, and it is made clear that the international communication of Kunqu is an important strategic task for China nowadays. In addition, the problems and purposes of this research are clarified, which points out the direction for the subsequent research. Finally, the research hypotheses, scope of the study, limitations of the study, and definitions of terms are explained respectively to strengthen the foundation of the study.

Research significance

The necessity of research: As an ancient traditional Chinese art, the profound value of Kunqu opera has attracted more and more attention in recent years. However, in the academic circle, there are few related studies on the communication of Kunqu, especially the investigation and analysis of the overseas communication of which is almost blank (Wang,2009), so it is necessary to carry out relevant studies. It can not only explore new research directions, promote the upgrading and development of the industry as a whole, but also promote the further development of Kunqu overseas.

1.Develop new research directions. Through this study, the rapid development of discipline construction, thus promoting the progress of cultural communication in China.

2.Enhance the overseas influence of Kunqu opera. Through the international dissemination of Kunqu opera, broaden the exhibition stage of Kunqu opera, an ancient art, will have a broader emerging market, and promote the development of Kunqu inheritance and protection with the commission of economic income.

3.Optimize the existing communication strategies. Through the research, the existing international communication strategy of Kunqu will be optimized and even innovated to some extent, which will greatly accelerate the pace of overseas communication of Kunqu.

The importance of the research:

1. Promote the excellent culture of the Chinese nation. Through the spread of Kunqu Opera, overseas audiences will have a deep understanding of Chinese long history, cultural spirit, values and artistic aesthetics, so as to have a strong interest in Chinese culture and attract them to have a deep understanding of Chinese culture. It can be said that the overseas spread of Kunqu opera is an effective way to spread Chinese national culture overseas.

2. Set up the position of Chinese culture in the global culture. Strengthen the international dissemination of Kunqu Opera, make the Chinese traditional culture constantly collide and blend with the overseas culture, influence and even change the European and American culture to a certain extent, and establish the status of Chinese culture in the global culture.

3. Expand the kunqu opera audience group.(Li,2013) The overseas communication of Kunqu Opera will provide more soil for overseas Chinese to feel the traditional culture, and the love of overseas Chinese for Kunqu Opera will also expand the audience of Kunqu Opera, maintaining the artistic vitality of Kunqu Opera. The two complement each other and jointly promote the status of Kunqu Opera in the international arena.

4. The strategic task of enhancing national soft power. The international dissemination of Kunqu opera not only reflects the great development and prosperity of socialist culture, and enhances the confidence of national culture, but also is an important carrier to show the traditional Chinese art and contemporary Chinese style to the world.(wang,2016) Through the innovative development of communication strategies, Kunqu Opera will be promoted to show its vitality in the world.

Research questions

1. What are the problems in the dissemination of kunqu to international audiences?
2. What effective international communication strategies can be used to promote kunqu?
3. how can cultural and artistic differences be bridged to promote the acceptance and appreciation of Kunqu by international audiences?

Research objectives

1. To study the current communication status of Kunqu among international tourists, and to find out the reasons for the problems based on the present situation.
2. To Improve the international popularity and recognition of Kunqu and determine effective communication strategies.
3. To find ways to bridge the gap between Kunqu and international audiences to ensure that it is appreciated and understood across cultural boundaries.

Research hypotheses

In terms of research hypotheses, this paper argues that the current international communication strategy of Kunqu has the problems of lack of communication subject, limited communication content, inefficient communication channel and single communication audience, which seriously restricts the enhancement of Kunqu influencing overseas. In terms of dissemination subjects, the international dissemination of Kunqu is dominated by official organizations, while civil organizations have not yet formed a scale. In terms of dissemination content, the repertoire of Kunqu overseas performances is poor, mainly focusing on love songs such as The Palace of Eternal Youth, which is a rather one-sided representation of traditional Chinese culture, and the dissemination content fails to take into full consideration of the psychological needs of the dissemination recipients, and ignores the impact of emotional interaction and cultural differences. In terms of communication channels, stage performances are the main focus, and the use of new media is lacking, resulting in a lack of interactivity. The disseminator and the receiver show a situation of mutual fragmentation. The disseminator is unable to understand the dissemination effect of Kunqu in overseas audiences in a timely manner, and lacks the perception of the problems in dissemination, which leads to a deeper and deeper fall in the wrong dissemination strategy. The receivers can get timely guidance for the questions in contact with Kunqu, and their suggestions for the dissemination of Kunqu can be passed on, which will inevitably lead to the loss of their interest in understanding Kunqu in the long run. At the same time, the new media has the characteristic of wide coverage, and the insufficient use of new media leads to the fact that Kunqu is not easy to be familiar with by the general public overseas, and it is difficult to obtain wide recognition from the public.(Jiang,2014) In terms of audience, the audience of Kunqu overseas communication is mainly overseas Chinese and a few oriental culture lovers, which is a single audience and fails to integrate with the local culture in depth.

Overseas audiences have difficulties in understanding the expression, cultural connotation and values of Kunqu when they watch the performance, and the cultural differences have led to psychological barriers to the acceptance of kunqu. In addition, there is a lack of systematic research, data collection and analysis on strategy optimization.

Research scope

(1) Content Scope

Through the investigation and analysis of the origin, development, characteristics and communication theory of Kunqu, this paper clarifies the artistic characteristics and communication characteristics of Kunqu. Through the survey, it summarises the real problems in the process of international dissemination of Kunqu in terms of dissemination channels, dissemination contents and dissemination audiences, analyses the adverse effects caused by the differences in cultural backgrounds, and formulates a targeted solution to the severance between Kunqu and the audience in cross-cultural dissemination. (Zang,2010) On this basis, we have finally explored feasible strategies covering five dimensions, including the use of modern communication channels and technologies, strengthening the branding of Kunqu, deepening cooperation with international cultural institutions, expanding the audience base, and strengthening the innovation and localisation of Kunqu, with a view to providing references for the effective promotion and enhancement of the influence of Kunqu and even Chinese traditional culture in the world.

(2) Population Scope

The population scope mainly includes the following dimensions:

1. Kunqu Artistic Performers: It includes performers in official or private Kunqu teams at home and abroad. Overseas audiences, first impression of Kunqu comes from Kunqu art performers, whose basic Kunqu skills, such as singing, acting, reciting and playing, are combined with the rich emotional and cultural connotations embedded in the Kunqu repertoire to visually present the beauty of Kunqu to the audience.

2. Kunqu artists: scholars in the field of Kunqu-related research, Kunqu critics, creators, and ambassadors of Chinese and foreign cultural exchange. The international dissemination of Kunqu is a kind of cross-cultural communication. The language, singing, costumes, performance forms, lighting and choreography of Kunqu are all very different from those of overseas theatre.

3. Kunqu majors in various institutions: students and teachers of the Chinese Academy of Theatre Arts. The flourishing development of Kunqu can not be separated from the help of the talent training system, which requires us to study the related to the future of kunqu, and its is the source power for the continuous development of kunqu.

4. Kunqu Audience: Chinese people who love traditional Chinese culture and foreign audiences who love traditional Chinese culture. The basis of communication studies is how people establish a certain relationship with each other through the effect of communication, and the international communication of Kunqu naturally cannot be separated from the transmission of information between people.

5. Media practitioners: relevant media staff involved in the international dissemination of Kunqu. Studying media practitioners is conducive to enhancing the understanding of the characteristics and advantages of new media on the one hand, and changing the closed and old-fashioned mentality of Kunqu communicators on the other.

(3) Regional Scope

The regional scope includes both international and domestic aspects,

(4) Time Scope

The time frame for the study of Kunqu is from the 14th century A.D., when the Kunqu originated, to 2023 A.D. The time frame for the study of the overseas dissemination of the Kunqu is from the first record of the Kunqu in the West during the Yongzheng period of the Qing Dynasty to 2023 AD. (Li, 2013)

Framework

The first research objective is to identify the problems existing in the international communication of Kunqu, and through questionnaires, in-depth interviews, participatory interviews and other means, combined with the theoretical foundations of the "5W" theory, the theory of holistic interaction, and the theory of artistic communication, to conduct in-depth analyses from both qualitative and quantitative perspectives, and to summarize that in the international communication of Kunqu, It concludes that the international communication of Kunqu has problems such as insufficient international publicity, less application of modern technology, and insufficient cooperation with international art groups and institutions. (Liu, 2018) The second part of the paper examines the split between Kunqu and the audience based on the differences in cultural backgrounds in the international dissemination of Kunqu, analyses the problems in the acceptance of Kunqu by the audience of different cultural backgrounds through the psychology of communication, and proposes solutions. In this part, the paper argues that the international dissemination of Kunqu needs to focus on the analysis of the audience's psychological needs, so that Kunqu can satisfy their spiritual enjoyment and relaxation; strengthen the emotional resonance with the audience of different cultures, consider the common emotional needs of human beings in the choice of repertoire themes, and look for the commonalities between the overseas audience and the cultural and spiritual connotations of Kunqu; and overcome the psychological barriers brought about by the differences in culture, so that Kunqu can be accepted by the overseas audience; the third part of the paper is about the problems in the acceptance of Kunqu by the audiences of different cultures through communication psychology. The third part is the feasible strategies for the international dissemination of Kunqu, which summarises the various strategies and optimisation measures for the international dissemination of Kunqu on the basis of the reliability analysis, including the use of modern dissemination channels and technologies, strengthening the brand building of Kunqu, deepening the cooperation with international cultural organisations, expanding the audience base, and strengthening the cultural innovation and localisation strategies of Kunqu.

To provide a scientific and systematic international communication path for Kunqu and other excellent traditional art forms in China, to ensure that it can better show its elegance in the international community, and to convey its unique artistic aesthetic charm and spiritual and cultural values.

Research methodology

In this study, we have followed three main research methodologies, each of which is closely linked to the purpose of our research. The literature research method is the cornerstone of the study. By reading and analyzing in-depth relevant literature for this study, we were able to understand the current research context, identify research gaps, and establish a theoretical framework for the study. Literature research not only provides us with the results of previous research, but also guides the direction of our research. Secondly, we used qualitative research methods, mainly in-depth interviews. In-depth interviews allow us to have in-depth communication with the interviewees to obtain their real feelings and opinions about a certain phenomenon or issue. This method allows us to obtain richer and more detailed data than traditional questionnaires, helping us to gain an in-depth understanding of the research question. Finally, we adopted a quantitative research method to collect the effects and impacts of the international dissemination of Kunqu by distributing research questionnaires. In order to ensure the quality of the study, we also used three research tools: questionnaire research, focus group interviews and participatory observation.

Research results

This study provides a comprehensive and in-depth analysis of the current state of international communication of the art of Kunqu, revealing the opportunities and challenges faced by Kunqu in the context of globalization, as well as its important role in international cultural exchange. Through extensive data collection and empirical research, we have come to realize that the art of Kunqu, as a treasure of traditional Chinese culture, is not only valued domestically, but also has a high degree of recognition and influence internationally. However, at the same time, the international dissemination of Kunqu faces many difficulties and challenges, including cultural differences, limitations in dissemination methods, and lack of international influence.

The charm of Kunqu lies not only in its profound historical and cultural heritage, but also in its unique art form and expression. The international dissemination of this art form not only enhances the international status of Chinese culture, but also helps to promote exchanges and understanding between different cultures. (Wang, 2009) This study finds that through modern means of communication and innovative artistic techniques, the art of kunqu can transcend cultural differences and attract more international audiences. At the same time, the preservation and inheritance of traditional arts has also become a topic that cannot be ignored, which requires us to explore development strategies adapted to modern society while maintaining the traditional essence of Kunqu.

On this basis, this study also explores the strategies and paths for the international dissemination of Kunqu. The study points out that in order to increase the international influence of Kunqu, it is necessary to develop a comprehensive international communication strategy, including the use of modern scientific and technological means of communication, the strengthening of exchanges and cooperation with international culture and art, and the cultivation of professional talents. In addition, how to correctly deal with the relationship between tradition and innovation, so that the art of Kunqu does not lose its traditional characteristics, but also meets the modern aesthetic needs, is also an important issue in front of us. (Zang, 2017)

To sum up, the international dissemination of Kunqu not only helps to promote Chinese culture, but also has great significance in enhancing mutual understanding and friendship among people around the world. In the future, we should continue to conduct in-depth research, fully explore the intrinsic value of the art of Kunqu, and explore more effective international communication strategies, so as to inject new vitality and impetus into the international dissemination of the art of Kunqu. In today's global cultural diversification, the international dissemination of Kunqu art plays an irreplaceable and important role in promoting cultural diversity and enhancing international peace and understanding.

Future research suggestions.

The future research direction can be considered from the following aspects: First, to further expand the geographical scope of the research, including many more countries and regions, To obtain more comprehensive data; The second is innovation in data collection methods, In combination with more research methods, such as content analysis and experimental research, To improve the objectivity and reliability of the data; Third, to further explore the historical dissemination of Kunqu opera, the interaction with other artistic forms and the dissemination effect in different cultural backgrounds, To gain a deeper understanding; Fourth, strengthen the research on the interaction and integration of Kunqu Opera and other art forms, especially modern art forms, Discuss how to combine the unique charm of Kunqu Opera with other art forms, Thus providing new ideas and direction for the international dissemination of Kunqu opera.

Acknowledgement

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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