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[Xu Supanna Page 129 - 141]

DEVELOPMENT COMMUNICATION OF INTANGIBLE CULTURAL HERITAGE OF CHAOSHAN CITY CASE STUDY“THE ART OF KUNG FU TEA MAKING”

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ABSTRACT

The research objectives were: 1) To analyze the inheritance status of the current social of Intangible Cultural Heritage. 2) To explore innovative models suitable of the current social of Intangible Cultural Heritage of Chaoshan. 3) To study consumer the acceptance of intangible cultural heritage of Chaoshan youth. 4) To find out approaches for development and promote the sustainable of Chaoshan case study “The Art of Kung Fu Tea Making”.

The research methodology was qualitative research. Through in-depth interviews and document research. the key informants were chosen by purposive sampling in 4 groups for example directly involved with Kung Fu Tea Art expert of Tea masters 1 people, inheritors of intangible cultural heritage 1 people, tea house operators 1 people, and ordinary Chaoshan Kung Fu Tea enthusiasts in the Chaoshan region 3 people, 6 young people and Ministry of Culture officials 2 people total 14 people living in Chaoshan area. The research instruments used were structured in-depth interviews and data analysis to generate conclusions.

Research finding was found that 1) Current Status of Inheriting Chaoshan the Art of Kung Fu Tea Making, The fast-paced lifestyle and cultural differences across regions have led to a decline in public interest and capability in preserving Kung Fu Tea Art. 2) Creative Development Model, Modern technologies are being applied to simplify the traditional brewing process. Kung Fu Tea Art is being integrated into regional activities to promote its cultural and practical aspects. 3) Acceptance among young people are attracted to the strong sense of ritual and the unique cultural depth of Kung Fu Tea. It has a positive influence on their family and social lives, encouraging participation in related activities in schools and communities. Creative communication platforms such as short videos, anime, and e-sports are effective in spreading the culture and 4) to find out approaches for development Cultural organizations should host training sessions, events, and lectures to raise public awareness. Educational institutions can incorporate Kung Fu Tea culture into curricula to cultivate interest from an early age.

Keywords : Development Communication, Intangible Cultural Heritage, The Art of Kung Fu Tea Making, Chaoshan

Research Background and Significance

Globalization and modernization are driving significant changes in the social and cultural environment. With the widespread use of the Internet and improved transportation, cultural exchanges between countries are becoming more frequent, leading to the blending of different cultures. Foreign influences such as Hollywood films, Japanese anime, and Korean pop music have had a profound impact on Chinese society, shaping people's lifestyles and aesthetic values. At the same time, domestic lifestyles in China are evolving, characterized by fast-paced living, emerging consumption trends, and diverse entertainment options, all reshaping people's daily behaviors (Chen Qijun, 2023).



Figure 1 Chaoshan Kung Fu Tea display picture
(http: //www.baijiahao.baidu.com/s?id=1636419133625733010)

The inheritance of Chaoshan Kung Fu Tea Art is facing unprecedented challenges due to the fast-paced lifestyle and modern multicultural influences. Over 70% of the younger generation in the Chaoshan region struggle to dedicate time to learning the complex tea-brewing techniques. Modern entertainment, such as electronic games and popular music, has further diverted their attention from traditional tea-making practices (Smith, J., 2023).

Urbanization has posed challenges to the inheritance of Chaoshan Kung Fu Tea Art. As cities expand, traditional dwellings are being replaced by high-rise buildings, and the communal practice of tea-drinking has declined. In Shantou City, for example, rapid urban growth has led to the transformation of traditional communities, altering the cultural environment where Kung Fu Tea once thrived. Despite these changes, the value of Kung Fu Tea Art remains immeasurable, and its significance in cultural heritage should not be underestimated (Junhong Ma, 2023).

Chaoshan Kung Fu Tea is a cultural treasure with roots dating back to the Tang and Song Dynasties. It embodies the philosophies of Confucianism, Buddhism, and Taoism, with each tea-brewing step rich in meaning and etiquette. Unique tea sets reflect traditional Chaoshan craftsmanship, including ceramics, wood carving, and metalwork, highlighting the region's deep cultural heritage. As one of the most representative forms of ancient Chinese tea culture, Chaoshan tea ceremony connects generations and symbolizes refinement, hospitality, and spiritual depth (Chen Jie, 2023; Cloud Tea Ceremony, 2017).



Figure 2 Chaoshan Kung Fu Tea display
(https://www.jsy-tea.com/blog/posts/tea-ceremony)

This study focuses on the development communication of Chaoshan's intangible cultural heritage through a case study of Kung Fu Tea Art. It aims to analyze the current inheritance status, youth acceptance, and sustainable development approaches for this tradition. The research seeks to understand how young people engage with Kung Fu Tea Art culture and identify innovative models for its preservation. The expected outcomes include insights into inheritance patterns and effective strategies for promoting the art sustainably (Xu Meimin, 2024).

Research Objective

1.To analyze the inheritance status of the current social of Intangible Cultural Heritage of Chaoshan City case Study "The Art of Kung Fu Tea Making".

2. To explore innovative models suitable of the current social of Intangible Cultural Heritage of Chaoshan City case Study "The Art of Kung Fu Tea Making".

3. To study consumer the acceptance of intangible cultural heritage of Chaoshan youth case study "The Art of Kung Fu Tea Making".

4. To find out approaches for development and promote the sustainable of Chaoshan case study "The Art of Kung Fu Tea Making".

Research Scope

1. Scope of Content: To explore the inheritance status of the current social, To analyze the inheritance status of the current social of Intangible Cultural Heritage, To explore innovative models suitable of the current social of Intangible Cultural Heritage, To study consumer the acceptance and to find out approaches for development and promote the sustainable of Chaoshan case study "The Art of Kung Fu Tea Making"

2. Scope of Key Information: Selected from those involved in Kung Fu Tea 4 groups as follow masters 1 people, inheritors of intangible cultural heritage 1 people, Tea house operators 1 people, and ordinary Chaoshan Kung Fu Tea enthusiasts in the Chaoshan region 3 people. 6 young people and Ministry of Culture officials 2 people Total 14 people in Chaoshan area.

3. Scope of Area: Chaoshan region

4. Scope of Duration/Time Range: 3 month December 2024 - February 2025

Definitions of Terms

1. Development Communication refer to Developing communication involves continuously enhance skills, channels, and content to improve efficiency and effectiveness. It fosters mutual understanding, reduces conflicts, and strengthens teamwork and social harmony, particularly in Chaoshan.

2. Intangible Cultural Heritage refer to the traditional, orally transmitted craftsmanship and social practice deeply rooted in local customs. It embodies cultural identity, aesthetic values, and intergenerational knowledge transfer. This heritage not only preserves historical lifestyle practices but also reflects regional philosophies of hospitality, mindfulness, and respect. Chaoshan city, exemplified by "The Art of Kung Fu Tea Making,"

3. The Art of Kung Fu Tea Making refer to Chaoshan Kung Fu Tea Art is a unique tea brewing technique in the Chaoshan region, characterized by fine tea sets, unique brewing methods, rich etiquette procedures, and profound cultural connotations. It is also one of the national intangible cultural heritages. It originated in the Song Dynasty and became popular by the mid Qing Dynasty, known as the living fossil of tea culture. It is an important component of Chaoshan culture.

4. Chaoshan refer to a city with The Art of Kung Fu Tea Making, a traditional Chaoshan tea practice that emphasizes precision, ritual, and hospitality, reflecting the region's intangible cultural heritage. It serves as a medium for social bonding, cultural expression, and intergenerational knowledge transmission.

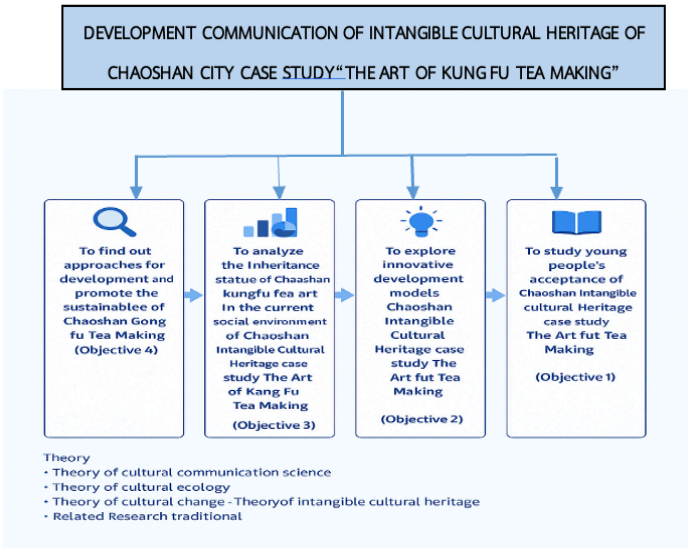


Figure 3 Conceptual Framework

Theory and Conceptual

Theory of cultural communication science

The study of how culture is created, shared, transmitted, and transformed through communication processes. It explores the interaction between culture and communication, emphasizing how messages carry cultural meanings and how these meanings are interpreted across different cultural contexts. (Gudykunst et all, 1988)

Key points include: Culture as a system of symbols, Encoding and decoding, Context dependence, Intercultural communication, Media as cultural carriers

Theory of cultural ecology

Theory of cultural ecology is an anthropological and interdisciplinary framework that explores how human cultures interact with and adapt to their natural environments. Initially developed by Julian H. Steward in the mid-20th century, cultural ecology emphasizes the dynamic relationship between cultural practices, social organization, and ecological systems (Steward, 1955). Unlike earlier deterministic views, this theory does not suggest that the environment rigidly dictates human behavior; instead, it proposes that environmental factors present constraints and opportunities that influence cultural development.

Cultural ecology focuses on how societies use technology and social systems to adapt to specific environmental conditions. It examines patterns of subsistence, settlement, and land use to understand how human groups maintain ecological balance while sustaining their livelihoods. The theory underscores the co-evolution of culture and environment, asserting that culture is both shaped by and actively shapes the ecological context in which it operates (Orlove, 1980).

Theory of cultural change

Mechanisms of cultural change include diffusion (the spread of cultural elements between societies), innovation (the creation of new cultural traits), acculturation (cultural exchange through contact), and assimilation. These processes are influenced by factors such as globalization, colonization, technological advancement, and ecological pressures (Haviland et al., 2017).

Theory of Intangible Cultural Heritage

Origin of the Theory

The concept of Intangible Cultural Heritage (ICH) became systematically recognized internationally when UNESCO (United Nations Educational, Scientific and Cultural Organization) formally supported and promoted it. This occurred particularly after the adoption of the Convention for the Safeguarding of the Intangible Cultural Heritage in 2003.

Core Concept

The concept of ICH focuses on knowledge, skills, traditions, arts, literature, philosophy, and beliefs that are passed down from generation to generation within communities, emphasizing aspects of culture that are not confined to physical objects or structures.

The key elements of ICH include: Oral traditions and expressions (e.g., languages, folk tales), Performing arts (e.g., traditional theater, dance), Rituals, beliefs, and religious practices, Traditional knowledge and practices related to nature and the universe, Traditional craftsmanship (e.g., weaving, pottery)

While UNESCO played a leading role in developing the policy around ICH, the concept was further analyzed and expanded by cultural anthropologists and heritage scholars (UNESCO, 2003) such as: Hafstein, Valdimar Tr. An Icelandic scholar who contributed significantly to the academic discussion of cultural heritage and the politics of preservation. Kirshenblatt-Gimblett, Barbara A scholar in cultural studies and museology, who argued that the process of "heritage-making" is closely linked with power and interpretation.

Background of Kung Fu Tea Making

Kung Fu Tea, originating from Fujian and popular in Chaoshan, is a refined Chinese tea brewing method that highlights technique and ritual. It involves careful attention to water quality, utensils, and precise brewing steps such as warming the pot and dividing the tea. Typically using purple clay or ceramic tools, Kung Fu Tea, blends artistry with tradition. Beyond a way of drinking, it represents cultural heritage and social connection in Chinese tea culture.



Figure 4 Display of Kung Fu tea technique
(https://www.gd.gov.cn/zjgd/lnwh/whzx/content/post_4059689.html)

Research Methodology

1. Research Design

The research by In-Depth interview and Documentary research.

2. Key Informants

Tea masters 1 people, inheritors of intangible cultural heritage 1 people, tea house operators 1 people, and ordinary Chaoshan Kung Fu Tea, enthusiasts in the Chaoshan region 3 people. 6 young people and Ministry of Culture officials living in Chaoshan area. Total 14 people.

3. Research Instruments

The research method used in this study is four sets of structured in-depth interview scripts used to collect interview data. The researchers studied and reviewed literature and related studies, and collected data as a framework for creating semi-structured interviews. before using it, researchers conducted a preliminary check on the quality of the created tool by considering the consistency between the problem and the problem being studied, based on the research objectives. The tools used for data collection are submitted to the consultant, who receives review and approval. The detailed information of each product group is as follows:

4. Data collection method

The researcher conducted semi-structured in-depth interviews aligned with objectives 1–4, using videoconferencing and audio recording for convenience and ethical compliance. Appointments were scheduled in advance, and participants were informed of the purpose, confidentiality, and consent procedures. Interviews lasted about 30 minutes and were supported by observation. Data collection took place from December 2024 to February 2025. If additional details were needed, follow-up calls were made with prior notice.

5. Data Analysis

The researcher conducted semi-structured in-depth interviews, scheduled in advance with clear explanation of objectives. Interviews were held via videoconferencing for convenience and in consideration of current environmental factors. Each session lasted around 30 minutes and was audio recorded with participants' explicit consent. Ethical research practices were followed, ensuring confidentiality of non-public information. The interviews were used to gather data aligned with research objectives.

Conclusion

This study focuses on the inheritance and development of the intangible cultural heritage of Chaoshan, Kung Fu Tea Art, Through literature review, theoretical framework construction, research design and method application, as well as in-depth interviews, 14 individuals including tea masters, inheritors of intangible cultural heritage, Gong Fu tea enthusiasts, tea operators, and young people were divided for data collection and analysis, achieving the expected research objectives.

In the current social environment, the inheritance of Chaoshan Kung Fu Tea Art, faces many challenges. The modern fast-paced lifestyle makes it difficult for young people to integrate into the traditional slow paced way of drinking tea, resulting in a decrease in the audience for inheritance and a talent gap; Regional cultural differences also result in lower acceptance of Gong Fu tea art in some regions. However, Gong Fu tea art has a unique charm as it integrates various cultural and artistic forms such as tea art and tea ceremony.

It has an ultimate pursuit of tea quality and brewing techniques, carrying the cultural spirit and unique skills of “harmony, respect, pleasure, and authenticity”. Its inheritance mainly relies on traditional channels such as family and social activities, and has great potential in utilizing modern media for dissemination.

In terms of innovative development models, respondents generally tend to use modern technology and convenient design to simplify the brewing process, integrate diverse elements such as music, fashion, and outdoor activities into cultural activities, and recognize the integration of tea culture with Taiwan, Japan, the United Kingdom, Sichuan, and other regions. The design concept of cultural and creative products pursues the combination of tradition and modernity, culture and fun, decoration and practicality. From the perspective of consumer demand, solving problems such as product standardization, limited consumer scenarios, high costs, and limited varieties is the key to the innovative development of Kung Fu Tea Art,

Regarding the acceptance of Kung Fu Tea Art among young people in Chaoshan, most of them have heard of it, mainly through family and media channels. Kung Fu Tea Art plays different roles in their lives and has a positive impact on their family and social life. They believe that Kung Fu Tea Art has a strong sense of ceremony, profound cultural heritage, and prominent social attributes. They have a high willingness to participate in relevant courses and activities organized by schools and communities, and propose innovative communication methods that combine Kung Fu Tea Art with popular culture such as short videos, anime, and e-sports.

Discussion

1. Discuss the main findings of objective 1

Research has found that differences in tea drinking habits and cultural backgrounds in different regions also result in lower acceptance of Kung Fu Tea Art in some areas. In areas where people are accustomed to simple and fast tea drinking methods, there is a lack of understanding and interest in the tedious brewing process and rich cultural connotations of Kung Fu Tea Art. This is consistent with the viewpoint mentioned in “Research on Regional Differences in Chinese Tea Culture” Consistent with Li Hua (2022) that regional cultural differences limit the dissemination and promotion of Kung Fu Tea Art in a wider range of regions.

Despite facing challenges, the charm of Kung Fu Tea Art itself is the core advantage of its inheritance and development. It integrates various cultural and artistic forms such as tea art and tea ceremony, pursuing the ultimate in tea quality and brewing technology, and carrying the cultural spirit of “harmony, respect, pleasure, and authenticity”. In the “Analysis of the Cultural Connotation of Chaoshan Kung Fu Tea Art “ Consistent with Wang Qiang (2023) it is elaborated in detail that the art of Kung Fu Tea Art embodies the spiritual connotation of traditional Chinese culture, from the exquisite placement of tea utensils, precise brewing techniques, to emotional understanding during tea tasting. This uniqueness is the key to attracting audiences and maintaining competitiveness.

In terms of dissemination, although traditional channels such as family and social activities still play an important role, modern society needs to fully leverage the power of modern media. Modern media has fast dissemination speed, wide coverage, and strong interactivity. Platforms such as short videos, live broadcasts, and social media provide new ways for the dissemination of Kung Fu Tea Art. The Research on Traditional Culture Communication in the New Media Era Consistent with Zhang Yue (2021) points out that using these platforms can break through the limitations of time and space, convey the charm of Kung Fu Tea Art to more people, and enhance its popularity and influence.

2. Discuss the main findings of objective 2

In terms of innovative development model, it is of practical significance to use modern technology to simplify the brewing process. With the progress of science and technology, smart devices and convenient design can meet the needs of modern fast-paced life. The emergence of automatic brewing equipment and intelligent tea brewing machine saves time and energy while retaining the core charm of Kung Fu Tea Art, providing the possibility for its popularization in modern society. This is consistent with the view mentioned in "Technology Enabling the Innovation and Development of Traditional Tea Art" Consistent with Chen Chen (2024), where scientific and technological innovation brings new opportunities for the development of traditional tea art.

The integration of tea culture in other regions provides new ideas for the development of Kung Fu Tea Art. Tea culture in different regions has its own characteristics, and mutual integration can complement each other with advantages. For example, combining the layout of Japanese tea ceremony teahouse to create a quiet atmosphere and using the social form of British afternoon tea to promote communication and interaction. These integration methods can help Gong Fu tea art maintain its own characteristics while expanding the development space and attract more consumers. The Research on the Cross-regional Integration of Chinese Tea Culture Consistent with Zhao Lin (2022) has conducted an in-depth discussion on the significance and methods of tea culture integration.

The development of cultural and creative products is of great significance to the inheritance and development of Kung Fu Tea Art. Consumers' demand for cultural and creative products with cultural significance, unique design, interest and practicality points out the direction for the commercial development of Kung Fu Tea Art. Developing cultural and creative products such as tea pets and tea sets that combine traditional and modern elements can not only meet the material needs of consumers, but also spread the Kung Fu Tea Art culture and enhance the brand value. Cultural and Creative Products and Communication of Traditional Culture Consistent with Sun Xiao (2021) studies the role of cultural creative products in the communication of traditional culture.

3. Discuss the main findings of objective 3

Chaoshan young people have a certain cognitive basis for Kung Fu Tea Art, and family and media play an important role in their cognitive formation. As an important place for traditional culture inheritance, the words and deeds of the elders enable young people to contact and understand the Kung Fu Tea Art; TV, Internet and other media spread to broaden the cognitive channels of young people and have a better understanding of the charm of Kung Fu Tea Art. "The role of Family and Media in the Inheritance of Traditional Culture Consistent with Zhou Yu (2023) details this view Kung Fu Tea Art plays a positive role in young people's family and social life, and has a strong social attribute. During family gathering, enjoy Kung Fu Tea Art to enhance family affection. In social occasions, Kung Fu Tea Art becomes a medium of interaction and reduces the distance between people. This social attribute reflects the cultural value of Kung Fu Tea Art, and provides an emotional bond for its inheritance and development among young people. In the Study on the Social Culture of Chaoshan Kung Fu Tea Art Consistent with Zheng Hua (2022), the role of Kung Fu Tea Art in social life is deeply studied.

The innovative communication mode that combines Kung Fu Tea Art with short video, animation and e-sports popular culture is in line with young people's interests and lifestyle, and has great potential. These popular culture forms are widely popular among young people, and the integrated elements of Kung Fu Tea Art can attract the attention of young people in a more vivid and interesting way, enhance their popularity and influence among young people, and promote the inheritance and development among the younger generation. A Study on the Integrated Communication of Popular Culture and Traditional Culture (Li Gang, 2024) studies the effect of this integrated communication mode.

4. Discuss the main findings of objective 4

The government, cultural organizations and communities play a key role in the protection and inheritance of Kung Fu Tea Art. The government should increase its support and set up special protection funds for tea art training, cultural activities and inheritors training; formulate policies to encourage schools and communities to conduct Kung Fu Tea Art education activities, integrate them into the school-based curriculum system and provide site and equipment support; strengthen the support for Kung Fu Tea Art culture industry and promote its integration with tourism, catering, cultural and creative industries. A Study on the Role of the Government in the Protection of Intangible Cultural Heritage Consistent with Chen Jie (2023) emphasizes the important responsibility of the government in the protection of traditional culture.

In addition, the media can produce special programs and documentaries to explore the Kung Fu Tea Art culture; tourism organizations to experience; educational institutions include Kung Fu Tea Art into school-based courses or community activities, and relevant teaching materials to cultivate students' interest from childhood consistent with Sun Ming (2021)

All parties should make joint efforts to promote the protection and inheritance of Kung Fu Tea Art from many aspects, such as policy support, cultural activity organization, publicity and promotion, education and inheritance. “Multi-subject collaboration on Promoting the Inheritance and Development of Traditional Culture” studies the importance.

Suggestions

1. Recommendation for Policy Formulation

1) The government should provide stable financial support for Kung Fu Tea Art through special protection funds. This includes funding training programs, cultural activities, and incentives for inheritors and contributors. Annual budgets should support professional development in tea art.

2) Schools and communities should be encouraged to integrate Kung Fu Tea Art education into curricula and local activities. Support includes providing venues, equipment, and structured teaching hours. These efforts aim to foster systematic learning and participation.

3) Policies should promote the Kung Fu Tea Art cultural industry through tax breaks, loans, and integration with tourism and creative sectors. Initiatives include tea-themed attractions, catering packages, and exhibitions to stimulate cultural industry growth.

2. Recommendation for Practical Application

1) Kung Fu Tea Art practitioners and related enterprises should introduce modern tech for convenient brewing products like auto tea machines and portable sets,

2) Use online for sales and culture communicate for organizing cultural events, integrate diverse elements such as fashion, music, dance

3) Outdoor activities and strengthen the development and promotion of cultural and creative products by exploring cultural elements, collaborating with designers, and expanding sales channels. Additionally, Teahouses and tea culture training institutions should cooperate,

4) Teahouses offer venues and training institutions providing talents, and jointly organizing activities to boost the inheritance and development of Kung Fu Tea Art and its social influence.

3. Recommendations for Further

1) Application of Emerging Technologies study the use of AI and VR/AR to enhance tea brewing precision and create immersive cultural experiences for Kung Fu Tea Art.

2) Consumer Segmentation research analyze differences in behavior, preferences, and motivations across age groups and regions to support precision marketing.

3) Cross-Cultural Communication Investigate how Kung Fu Tea Art can adapt to various cultural contexts and improve its international visibility through effective media channels.

4) Further quantitative research or mixed-methods research should be conducted on the factors affecting the knowledge, attitudes and behaviors of The Art of Kung Fu Tea Making

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