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**MEDIA-PROMOTION OF TRADITIONAL CULTURE CENTERS  
IN CHINA: COMMUNICATION CHARACTERISTICS AND  
STRATEGIES (THE CASE OF HONGYA DONG CENTER)**

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## **LIST OF ABBREVIATIONS**

ICH – Intangible Cultural Heritage  
IMC – Integrated Marketing Communication  
NPS - Net Promoter Score  
SEM - Search Engine Marketing  
SEO - Search Engine Optimization  
TCC – Traditional Culture Center

## INTRODUCTION

In the contemporary era of globalization and technological advancement, traditional cultures worldwide are facing challenges and opportunities alike. Traditional culture centers play a crucial role in preserving and promoting cultural heritage. However, in digital age, reaching audiences and effectively communicating value of traditional culture presents unique challenges. China, with its rich and diverse cultural heritage, has been actively exploring ways to promote and preserve its traditions. Media promotion has emerged as a critical tool in this endeavor, especially while it comes to traditional culture centers like Hongya Dong Culture Center. This study aims to find answer about communication characteristics and strategies employed by such culture centers, using Hongya Dong Culture Center as a case.

**Scientific Significance.** This study contributes to understanding of how traditional culture centers utilize modern media for effective communication. By analyzing Hongya Dong Center's media promotion strategies, we are able to gain insights into best practices and challenges faced when utilizing digital platforms for cultural dissemination.

The research bridges gap between traditional culture practices and modern communication methods. It explores how traditional culture centers manage to adapt new media technologies while maintaining authenticity and integrity of their cultural messages.

The study enriches field of media studies by providing a real-world example of how a cultural center navigates complexities of media promotion. It offers valuable data and insights for scholars studying media use in cultural preservation and traditional culture promotion.

The **aim** of research is to determine media promotion strategies of traditional culture centers in China.

The specific **objectives** of research are.

- to analyze media promotion practices and strategies of traditional culture centers in China;
- to explore communicative characteristics of media promotion;
- to determine communication strategies used by Hongya Dong Culture Center;
- to estimate the impact of these strategies on audience engagement and cultural dissemination;
- to provide recommendations for improving media promotion strategies of traditional culture centers.

**The state of existing research on the topic.** J. Burgess and J. Green focus on the culture and dynamics of YouTube, investigating its participatory culture. Their work supplies insights into how social media platforms can be used to promote traditional culture centers [1]. L. Guo et al. analyzed the role of multimedia tools in representing

cultural heritage. They discussed how integrating different media forms like text, images, audio, and video can enhance audience engagement and understanding of cultural heritage [2]. H. Jenkins explored the intersection of old and new media in his book *Convergence Culture*. He emphasized the importance of interactivity in media communication, fostering a participatory culture that is important in promoting traditional culture centers [3]. N. Couldry examined the relationship between media, society, and the world in his work. He underscored the significance of localizing content to engage specific audiences, an important consideration in promoting traditional culture centers to diverse audiences [4]. J. Van Dijck provided a critical history of social media, emphasizing the role of storytelling or narrativity in the digital age. She explored how social media platforms use stories to engage users, a strategy that can be effectively used in promoting traditional culture centers [5]. A. Navar-Gill and M. Stanfill discussed the dynamics of online curation and creation. They emphasized the importance of carefully curating content to ensure its relevance and appeal to target audiences, a strategy that can impact audience engagement [6]. A. Marwick and D. Boyd analyzed the practices of celebrities on Twitter. They highlighted how collaborating with influencers and artists can broaden the reach and impact of promotional efforts, a strategy that can be applied to promoting traditional culture centers [7]. D. Kidd explored the role of art in fostering community engagement in Black Chicago. His work underscores the importance of community engagement as a strategy for promoting traditional culture centers [8].

**The structure of the dissertation is outlined as follows.**

Chapter 1. The Theoretical Basis of Media Publicity of the Centers of Chinese Traditional Culture; Chapter 2. Case Study of Hongya Dong Traditional Culture Center's Media Promotion; Chapter 3. Media Promotion Strategy of Chinese Traditional Culture Centers.

The **main problem under discussion** in this thesis is the peculiar communication characteristics and strategies used for media promotion and the phenomenon of media promotion applied for propagation of traditional culture in the modern technological world, with a focus on the Hongya Dong Center as a case study.

**The research methods used in this thesis include** literature review, case study, social media audit, secondary data analysis, self-completion survey.

Literature Review includes examining existing studies and reports on media promotion and cultural communication strategies. Case study presupposes conducting an appraisal of Hongya Dong Center's media promotion activities, including their social media presence, website content, and any other digital marketing efforts. Social media audit presupposes gathering quantitative data on engagement metrics (e.g., likes, shares, comments) and survey collects the data by questionnaires filled in by the center visitors.

**Practical Significance.** The findings of this study can serve as a practical guide for other traditional culture centers seeking to enhance their media presence and

outreach. It supplies concrete strategies and examples that can be adapted to different contexts.

Effective media promotion can significantly boost cultural tourism, which in turn benefits local economies. This study offers insights into how to attract visitors by targeted media campaigns, thereby contributing to sustainable cultural heritage tourism.

This research highlights the role of media in maintaining and strengthening cultural identity, providing practical tools and strategies for cultural centers to achieve this goal.

Generally, the study of media-promotion of traditional culture centers in China, exemplified by the Hongya Dong Center, holds both scientific and practical significance. It not only advances our understanding of modern communication strategies and media promotion, it as well supplies valuable insights for cultural preservation and promotion in the digital age.

## ABSTRACT

**Keywords:** TRADITIONAL CULTURE, COMMUNICATION CHARACTERISTICS, COMMUNICATION STRATEGIES, HONGYA DONG CULTURE CENTER, MEDIA-PROMOTION.

**The relevance of the topic:** with the increasing use of social media and digital platforms, it becomes important for traditional culture centers to adapt their media promotion strategies to reach a wider audience. Studying the media promotion of Hongya Dong Culture Center as a case, the work supplies valuable insights into effective promotional methods of traditional culture.

The **aim** of the research is to determine the media promotion strategies of traditional culture centers in China.

**Research objectives** are the following:

- to analyze the media promotion practices and strategies of traditional culture centers in China;
- to explore the communicative characteristics of media promotion;
- to determine the communication strategies used by the Hongya Dong Culture Center;
- to estimate the impact of these strategies on audience engagement and cultural dissemination;
- to provide recommendations for improving media promotion strategies of traditional culture centers.

**Research methods:** literature review, case study, social media audit, secondary data analysis, self-completion survey.

**The object of this research** is the media activities of the traditional culture center Hongya Dong.

**The subject of the research** is media promotion strategies employed by the Hongya Dong Center.

**The research results,** the thesis provides an appraisal of media promotion of traditional culture centers in China, particularly the Hongya Dong Center. The key strategies are multi-platform approach, content diversification, storytelling, influencer marketing, community engagement, data-driven approach, and technological innovations. It identifies unique communication characteristics, such as authenticity, accessibility, relevance, interactivity, emotional engagement, and cultural sensitivity. The thesis recommends developing a comprehensive media plan, investing in high-quality content, utilizing social media effectively, collaborating with influencers, tracking data, staying updated with technology, building community relationships for improving media promotion strategies of traditional culture centers.

**Areas of possible practical application of the results** are media planning, social media campaigning, promotion of cultural heritage, PR studies, media studies.

The length of the thesis is 65 pages. It contains 2 figures, 5 tables, and 56 sources.

## ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

**Ключевые слова:** ТРАДИЦИОННАЯ КУЛЬТУРА, КОММУНИКАТИВНЫЕ ХАРАКТЕРИСТИКИ, КОММУНИКАТИВНЫЕ СТРАТЕГИИ, КУЛЬТУРНЫЙ ЦЕНТР ХОНЬЯДОН, МЕДИА-ПРОДВИЖЕНИЕ.

**Актуальность темы:** с ростом использования социальных сетей и цифровых платформ для центров традиционной культуры становится крайне важным адаптировать свои стратегии медиа-продвижения для охвата более широкой аудитории. Изучение медиа-продвижения Центра культуры Хоньядон в качестве примера позволяет получить ценные сведения об эффективных методах продвижения традиционной культуры.

**Цель** исследования – выявить стратегии медиа-продвижения центров традиционной культуры в Китае.

**Задачи** исследования следующие:

- проанализировать практики и стратегии медиа-продвижения центров традиционной культуры в Китае;
- изучить коммуникативные характеристики медиа-продвижения;
- определить коммуникативные стратегии, используемые Центром традиционной культуры Хоньядон;
- оценить влияние этих стратегий на вовлеченность аудитории и распространение культуры;
- дать рекомендации по улучшению стратегий медиа-продвижения центров традиционной культуры.

**Методы** исследования: обзор литературы, кейс-стади, аудит социальных сетей, анализ вторичных данных, анкетирование.

**Объект** исследования – медийная активность центра традиционной культуры Хоньядон.

**Предмет** исследования – стратегии медиа-продвижения, используемые центром традиционной культуры Хоньядон.

По **результатам** исследования в диссертации дана оценка медийного продвижения центров традиционной культуры в Китае, в частности, центра Хоньядон. Ключевыми стратегиями являются мультиплатформенный подход, диверсификация контента, рассказывание историй, маркетинг с помощью лидеров мнений, вовлечение сообщества, подход, основанный на данных, и технологические инновации. Определены уникальные коммуникативные характеристики, такие как аутентичность, доступность, актуальность, интерактивность, эмоциональная вовлеченность и культурная восприимчивость. В диссертации рекомендуется разработать комплексный медиаплан для центров традиционной культуры, инвестировать в высококачественный контент, эффективно использовать социальные сети, сотрудничать с лидерами мнений,



отслеживать свои данные, постоянно обновлять технологии, налаживать связи с сообществом и совершенствовать свои стратегии медиа-продвижения.

Сферы возможного **практического применения** результатов: медиа-планирование, проведение кампаний в социальных сетях, популяризация культурного наследия, исследования в области связей с общественностью, медиа-исследования.

Объем диссертации составляет 65 страниц. Она содержит 2 рисунка, 5 таблиц и 56 источников.