Multi-Modal Communication Paths and Innovations for Fujian Intangible Cultural Heritage in Cross-Cultural Contexts

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Abstract: With the acceleration of globalization, the external communication of traditional culture faces unprecedented opportunities and challenges. For Fujian's intangible cultural heritage (ICH), how to maintain its vibrant vitality in cross-cultural contexts through innovative communication pathways, particularly to attract the attention and interest of the younger generation in Southeast Asia, has become a significant research topic for the present and future. This paper focuses on an in-depth study of the communication pathways of Fujian ICH in Southeast Asia and the multi-modal dissemination strategies within cross-cultural contexts. By exploring innovative communication approaches, it aims to provide new ideas for introducing Fujian ICH to Southeast Asia and even broader stages, thereby effectively enhancing the international influence of Chinese culture.

Keywords: Cross-cultural context; Fujian; Intangible cultural heritage; Multi-modal communication; Pathway innovation

1. Introduction

In the digital wave, multi-modal communication emphasizes leveraging the unique roles of social media platforms, video-sharing websites, virtual reality (VR) technologies, etc. By organically integrating elements such as text, images, videos, and audio, it delivers immersive experiences for audiences and enhances their sense of participation. This not only provides new perspectives for the transnational dissemination and innovative development of Fujian's intangible cultural heritage (ICH) but also attracts the attention of younger generations in Southeast Asia, encouraging their active participation in ICH communication. As a result, it promotes mutual exchange of diverse cultures and fosters a harmonious and symbiotic multicultural environment [1,2].

2. Modern communication paths of Fujian intangible cultural heritage in Southeast Asia

Digital communication, with its efficient and convenient characteristics, has rapidly opened up new avenues

for the dissemination of Fujian's intangible cultural heritage (ICH) in Southeast Asia. Particularly, the vigorous development of diverse digital platforms such as short-video platforms, social media, and online exhibitions has enabled Fujian's ICH to spread rapidly to all corners of the globe in faster and more vivid forms. Fujian's rich and colorful traditional craftsmanship, unique art forms, and lively folk activities have all been widely disseminated through digital platforms and gained significant user attention [3]. For example, Fujian's traditional puppet shows and Min opera performances have quickly become popular in the form of short videos. Users can enjoy wonderful performances through platforms like Douyin and YouTube, deeply appreciating the unique charm of Fujian's ICH [4]. In addition, relying on advanced virtual simulation technology and live-streaming technology, people around the world have the opportunity to immerse themselves in Fujian's ICH without leaving their homes. Taking cross-cultural art cooperation as an opportunity, Fujian has carried out in-depth collaborations with cultural institutions in various Southeast Asian countries, providing new channels for the dissemination of Fujian's ICH in Southeast Asia. As a result, Fujian's art forms, such as music, dance, and craftsmanship, have been able to shine on broader stages and gradually enter the vision of Southeast Asian people. At the same time, this has also promoted deep cultural exchanges between Fujian and Southeast Asia, laying a solid foundation for building closer cultural exchange relationships [5,6].

3. Multi-modal communication paths for Fujian intangible cultural heritage in cross-cultural contexts

3.1. Establishing and real-time updating of inter-semiotic multimodal texts for Fujian intangible cultural heritage

In cross-cultural contexts, the key to achieving global dissemination of Fujian's intangible cultural heritage (ICH) lies in establishing a real-time updated inter-semiotic multimodal text database, which aims to provide solid support for the multimodal communication of Fujian ICH. This database encompasses various innovative semiotic systems, including traditional linguistic symbols, such as images, sounds, videos, etc., to create a three-dimensional sensory feast integrating visual, auditory, and tactile experiences, thereby achieving all-around dissemination of Fujian ICH [7]. Fujian ICH is rich in content, profound in heritage, and broad in scope, whether it is unique traditional craftsmanship, diverse folk art, or regional languages, music, and dance, all can be vividly and multi-dimensionally presented through the inter-semiotic multimodal text database. This provides a favorable opportunity for a comprehensive and multi-dimensional display of Fujian ICH, allowing Southeast Asian audiences not only to appreciate the exquisite local craftsmanship but also to deeply perceive the unique cultural charm behind the heritage [8].

In essence, the function of the inter-semiotic multimodal text database is not limited to information storage; it serves as a comprehensive cultural communication platform integrating various forms such as text, images, audio, and video:

Text is fundamental and the core carrier of Fujian ICH, embodying rich languages, histories, and stories. Images vividly reproduce ICH scenes and showcase details of traditional crafts, helping Southeast Asian audiences intuitively and comprehensively understand the external forms of Fujian ICH and deeply appreciate its profound cultural heritage. Audio and video dynamically present the emotions and histories of traditional music and dance, enabling Southeast Asian audiences to deeply feel the unique charm of Fujian ICH while stimulating their interest and enhancing their sense of identity [9].

Notably, to further expand the dissemination scope of Fujian ICH and ensure its effective updating, the inter-

semiotic multimodal text database should prioritize real-time updates. The fundamental reason lies in that Fujian ICH is not static; with the development of the times, it generates new art forms and traditional techniques. Only by enabling real-time updates can the database incorporate more new ICH projects, diverse cultural activities, and the latest creative achievements of inheritors, ultimately ensuring that Southeast Asian audiences receive the most up-to-date and colorful information about Fujian ICH and continuously refresh their understanding of it. Studies show that a dynamically updated inter-semiotic multimodal text database injects continuous new vitality into the global dissemination of Fujian ICH, promoting its integration with international cultures while maintaining its lasting vitality. More importantly, it further attracts the attention of Southeast Asian audiences to Fujian ICH and strengthens their affection for it [10].

3.2. Developing an intelligent bilingual Q&A system for cultural tourism of Fujian intangible cultural heritage

The global dissemination of Fujian's intangible cultural heritage (ICH) requires a robust and advanced intelligent bilingual Q&A system for cultural tourism, which should be prioritized to provide accurate and intelligent question-answering services for users with different linguistic backgrounds. This aims to enrich user experience and make the dissemination of Fujian ICH more efficient and convenient. The system relies on advanced technologies such as natural language processing, speech recognition, and machine translation [11]. With these technological supports, users worldwide can easily access detailed information about Fujian ICH and related tourism resources, achieving seamless communication across language and cultural barriers, and ultimately expanding the reach of Fujian ICH. The greatest highlight of the intelligent bilingual Q&A system is its integration of a multimodal semiotic system. In addition to text descriptions, it includes various forms such as images, audio, and video, dedicated to presenting Fujian ICH in all dimensions. This allows people around the world to experience the charm of ICH through 360° immersive perception, deepening their understanding of Fujian's traditional art forms and triggering emotional resonance [12].

The Q&A system boasts powerful functions; it can not only answer in real time and properly respond to various questions raised by tourists or users regarding Fujian's intangible cultural heritage, covering its historical evolution, traditional techniques, festive activities, etc., but also supports bilingual interaction in Chinese and English. Specifically, relying on powerful speech recognition technology, the system automatically identifies the voice input by users and quickly converts it into text. Subsequently, with the help of deep learning models, it enables fast, accurate, and efficient machine translation between Chinese and English, aiming to provide a seamless communication platform for users from different language backgrounds [13]. In addition, for the questions raised by users, the system will accurately analyze their needs and provide targeted recommendations of resources and content related to Fujian's intangible cultural heritage. From the user's perspective, they can not only appreciate exquisite artworks and wonderful performances in a timely manner, but also have the opportunity to listen to traditional music or access audio explanations of related techniques, thus bringing users a highly interactive experience and significantly enhancing the dissemination effect of Fujian's intangible cultural heritage in Southeast Asia.

As outlined above, the intelligent bilingual Q&A system provides a strong foundation and platform for Fujian ICH to go global. On one hand, it breaks through limitations of language and culture, enabling mutual exchange and symbiosis of cultures worldwide. On the other hand, it broadens information access channels for domestic and international tourists, subtly enhancing their awareness and interest in Fujian ICH, and injecting continuous vitality into the development of Fujian's cultural tourism industry.

3.3. Creating a multimodal international environment for Fujian intangible cultural heritage

In cross-cultural contexts, cultural and linguistic differences often act as significant barriers to cultural exchange. To effectively overcome these barriers, creating a multimodal international environment for Fujian's intangible cultural heritage (ICH) is particularly important and urgent. The organic integration of online and offline channels has brought opportunities to actively promote the cross-regional and cross-cultural dissemination of Fujian ICH. By skillfully integrating multiple information presentation methods such as text, images, audio, and video, the multimodal communication environment, supported by advanced information technology and the powerful functions of smart devices, fully and three-dimensionally presents the unique charm of Fujian ICH to global audiences. Among them, social media platforms, as crucial channels for disseminating Fujian ICH, are of self-evident importance. Relying on globally renowned social media platforms such as Facebook, Instagram, Twitter, and YouTube, Fujian ICH has broken through the limitations of traditional text-based communication, instead going global through a variety of forms such as text-image combinations and exquisite short videos, enhancing its attractiveness and influence [14]. Through these platforms, users can not only upload and share wonderful images and videos related to Fujian ICH (such as traditional craftsmanship and art performances) but also popularize the cultural connotations behind them and widely disseminate the stories of ICH inheritors, thereby enhancing audiences' sense of identity with Fujian ICH and providing them with unique interactive experiences. In addition, the rapid development of smart devices has created favorable conditions for the multimodal dissemination of Fujian ICH. In particular, the application of smart voice devices, augmented reality (AR), and virtual reality (VR) technologies can truly create immersive experience scenarios for users, allowing them to watch art performances and observe ICH works in all dimensions as if they were on the scene, making the dissemination of Fujian ICH more targeted and effective [15]. The multimodal communication path of Fujian ICH in cross-cultural contexts is shown in **Figure 1**.
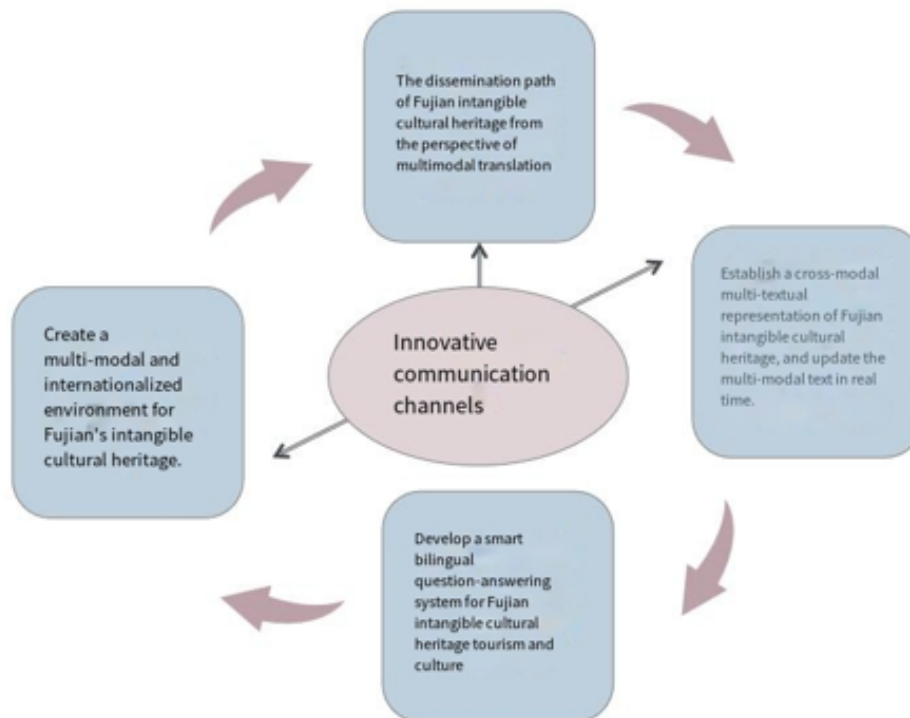

Figure 1. Multimodal innovative communication paths for Fujian intangible cultural heritage.

4. Conclusion

In summary, the multimodal communication paths and innovations for Fujian's intangible cultural heritage (ICH) in cross-cultural contexts emphasize a modern and international communication model based on local cultural characteristics, the application of multimodal communication strategies, and reliance on technological means. Studies show that by leveraging diverse information forms such as text, images, videos, and audio, and relying on powerful social media platforms like Facebook, Instagram, and YouTube, while fully utilizing the advantages of online live streaming, a new pattern for disseminating Fujian ICH to Southeast Asia can be constructed. This approach not only effectively breaks through geographical and linguistic limitations, broadens the communication channels of Fujian ICH, and enriches its dissemination forms, but also significantly enhances the global influence of Fujian ICH, injecting new vitality into it.

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