

Youth Impact Communication

The Heart Of Stone

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Summary

Overall, the project was successful. We as a group of five have completed what we expected after nearly four months of implementation. Each of us was clear about the division of our duties, and positively affected people around us through our ideology and movements. Despite the outbreak of the corona virus, the Internet's convenience of diffusion did not stop us from reaching the goal. Thus, this activity and project are a fresh experience of our life other than our heavy school work. Therefore, deep thinking, efficient organization, and orderly promotion are our most massive gains of this activity.

 [To protect, no delay, for the stone carvings' sake! \(YouKU\)](#)

 [To protect, no delay, for the stone carvings' sake! \(IQIYI\)](#)

 [To protect, no delay, for the stone carvings' sake! \(QQLive\)](#)

Identify the Topic

| Topic Description

Nanjing the ancient city, alias The Stone City, has a splendid history. It has served as the capital of six different Chinese dynasties, with profound cultural deposits and numerous historical relics. These arts originated from thousands of years before, namely Stone beasts in the Ming Xiaoling Mausoleum and around Ming Great Wall, stone carving in the Wu chaomen park, have become the fortune of Nanjing after the temper of history.

This project will start with stones, attempting to give ears to the interior voice of stones. By visiting experts and employing field investigations, a social survey will be carried out, leading to our appeal to the whole society for the stone carving art protection.

| Why it is important

Stone carving is the essential of the magnificent ancient Chinese culture and is highly valuable artistically.

Though some of the stone carvings in Nanjing have been successfully protected by national museums and parks, others are diffused among the countryside, lacking proper management and protection. While the economy is developing rapidly, our nation' s ancient cultural treasures are being destroyed gradually, some even are disappearing.

Culture is the core of our national spirit. It is urgent to protect the traditional stone carving; protecting stone carving is defending traditional Chinese culture. This is the responsibility and obligation of every citizen, especially in the new generation.

| Project Objective

We the students shall conduct the discussion of the whole society regarding the protection of stone carving appeal to the public; encouraging them to reinforce the peoples' awareness of guarding traditional culture and their motivation of taking real actions, arousing social resonance. We aim to change peoples' stereotypes of the protection of traditional culture currently in order to affect more citizens to pay more attention to the protection and the inheritance of ancient traditional Chinese culture. This project will reveal the modern generations ponder and operation that we , the young are carrying the burden of taking care and carrying forward traditional Chinese culture.

Identify the Target Audience

| Who Are They?

The main target audiences of this project are about 100000 teenage students from junior high, senior high and colleges. At the same time, this project would affect the public from different social statuses. While popularizing traditional cultural relics, this project encourages those citizens to participate in the public welfare activities of protecting and inheriting. We might combine online communication and offline invitations to citizens in order to let them feel the history vividly.

| Why Are They?

The young generation will become pillars of the country in the future. Nowadays, the "Guochao" prevails with the accumulation of various historical and cultural creations and the popularity of daily "Hanfu" shows, which reveals the younger generation's developing affections towards Chinese traditional culture. On this basis, we carry out this project, which can easily arouse young people's empathy and draw more young people's attention towards protection of the history represented by the "Six Dynasties stone carvings relics". This also responds to the current national trend of protecting historical heritage and traditional culture. The project's aim is to increase the influence of traditional cultures among contemporary young people, whose participation will affect the continuation of the historical and cultural heritage for future generations!

| What is your scope?

We will take the students in our school as the main audience groups, and students from other primary schools, high schools and colleges will also be included. Through broadcasting both online and onsite, we want to acquaint students with those representative cultural heritages.

| How to reach them?

This project takes Zhonghua Gate or Wuchao Gate Ming Palace Park as the main destinations, spreading through the school student unions and student clubs with new social medias such as Tiktok, Micro-blog, and WeChat. In this way, the majority of students can understand the history and cultures better while participating activities.

Identify the Key Message

| The Key Message

To protect, no delay, for those stone carvings' sake!

| The Tactics Behind

The value of discovery: Those scattered Six Dynasties Stone Carvings are weathered and forgotten by the public. We cannot let this heartbreaking situation continues.

The value of protection: To evoke the public' s concern and their protection, we insist actions speak louder than words.

The value of inheritance: Stone Carvings embody elements of traditional Chinese music, calligraphy, and costumes, which deserve comprehensive interpretation to endear people and arise their cultural awareness.

Choose the Platform

| The Platform Chosen

The platforms we choose to post include Nanjing Morning Newspaper APP, Microblog “QinHuai Fa Bu” , Wechat H5, and Wechat Moments, all of which are popular online platforms among the public.

| The Alternative Platforms

Alternative form 1: Video

By using social media websites: www.bilibili.com and Doyin APP, the uploaded video can reach broader audience and all level of age groups. As a result, the audience enter, appreciate and respect the history. (The video is filming at the moment)

Alternative form 2: pictures & articles

The activities for the public good along with online promotion will be held on campus to emphasize the theme: exhibiting articles and pictures to reveal the value of the stone carving art, appeal to the younger generation, and thus protect those fine arts.

| The Criteria to Evaluate

The main platforms we choose are the most popular and free ones, especially among younger generations. In the case of the limited use of online equipment among students, we cannot expect those platforms to be in maximum use. We assess the efficiency of those platforms by how many times the post has been viewed and shared, and how many “likes” receives.

 [Screenshot1- Nanjing morning newspaper APP--Love Nanjing](#)

 [1-Microblog “QinHuai Fa Bu”](#)

| The Rating Sheet

Nanjing Morning Newspaper APP :The official media; fastest diffusion of the project

Microblog "QinHuai Fa Bu" : A huge blogger with numerous subscribers

Wechat H5: Favored by the young generation, easy to adopt, fast diffusion

Wechat Moments: Used by most of the citizens, can be shared multiply in order to have more influence.

Set the Agenda

| Set the Agenda

1. Weekly online meeting is adopted to discuss the following week' s to-do list, during which time, the individual' s performance is discussed.
2. A specialist is assigned to write articles, collate pictures, map the Stone Carvings' location, and then attach a specific picture to its Stone Carvings' counterpart on the map.
3. A specialist is assigned to promote through the above mentioned online platforms, and he/she is also responsible for recording data on comments, likes, and replies, etc.
4. All group members take part in the filming and editing of the video.
5. video work and at least two times of promotional activities on campus will be accomplished after 15th April 2020.

Design the Packages

[📄 Wechat article](#)

[📄 H5](#)

[📄 H5-1](#)

[📄 H5-2](#)

[📄 H5-3](#)

[📄 南京晨报Nanjing morning newspaper APP--Love Nanjing](#)

[📄 Screenshot1- Nanjing morning newspaper APP--Love Nanjing](#)

[📄 Microblog "QinHuai Fa Bu"](#)

[📄 1-Microblog "QinHuai Fa Bu"](#)

[📄 2-Microblog "QinHuai Fa Bu"](#)

[📄 1-Wechat Moments](#)

[📄 2-Wechat Moments](#)

[📄 3-Wechat Moments](#)

[📄 4-Wechat Moments](#)

[📄 5-Wechat Moments](#)

[📄 6-Wechat Moments](#)

[📄 7-Wechat Moments](#)

[📄 8-Wechat Moments](#)

[📄 9-Wechat Moments](#)

Create and Track the Impact

| The Execution Plan

Initiator: WEIXIANG ZHOU

Team member: XINHUI YE JUNJIA ZHU, YUANZHENG YU, XINGYE CHEN

Time: 2020-1-1 – 2020-1-31

WEIXIANG ZHOU, JUNJIA ZHU, YUANZHENG YU will find and organize the scattered stone carving relics of six dynasties, arrange visiting route, and record their findings.

XINYE CHEN, XINHUI YE will be responsible for interviewing people and institutions, also writing scripts.

Time: 2020-2-1 – 2020-3-31

All the team members will fully utilize weekends and spare time to visit relics, people, and institutions, record, and photograph, meanwhile graphing the “map of stone carving” .

Recording (video): JUNJIA ZHU

Recording (sound): WEIXIANG ZHOU

Editing: YUANZHENG YU

Filming script: XINYE CHEN

Map graphing: XINHUI YE

Recording contents: marking main landscapes on the way, the team members will enter the recording location; photograph stone carving, experts and surrounding sceneries, team representatives’ summary and hope of this investigation, meanwhile forecast the next location.

Time: 2020-3-15 – 2020-4-5

All the team members will complete offline public activities (no less than 2)

1st: inside the school

Exposition of image-text and public presentations

2nd: inside Wuchaomen Park

Exposition of image-text and public presentations

Time: since 2020-3-20

Release of short videos on new medias (TikTok, huya, toutiao, etc.)

The person in charge: WEIXIANG ZHOU, JUNJIA ZHU, YUANZHENG YU

Synchronous collection, focus on flaw, statistical summary

Release advertorial and image, interact with the comments(school social platforms, toutiao, Weibo)

The person in charge: XINYE CHEN, XINHUI YE

Synchronous collection, focus on flaw, statistical summary

Time: 2020-4-10

Transfer the stone carving map and scattered stone carving clues drawn this time to relevant government departments to contribute to the long-term protection and encourage young people to devote themselves to this meaningful project.

Time: 2020-4-12

Summarize all we have in this project and report.

Under the condition that our plan gets relevant departments' consent, the initiator will lead the team members to the destination in time; members will record what they see and hear through visiting these relics and interviewing the experts and will organize the records afterward, use their words to restore the history and use appealing, the most acceptable tone to encourage young generations' passion.

[map of the Stone Carvings-1](#)

[map of the Stone Carvings-2](#)

[map of the Stone Carvings-3](#)

[map of the Stone Carvings-4](#)

[map of the Stone Carvings-5](#)

[map of the Stone Carvings-6](#)

| Impact Statistics

In March, we had conducted promotional activities through platforms such as Nanjing Morning Newspaper APP, Microblog "QinHuai Fa Bu", Wechat H5, and Wechat Moments.

The following table shows the breadth our promotion had been reached by 25th March 2020. (Please note: the data still increase after that date)

Online platfomrs Recipients numbers Shared (repost)times How many "likes " End date

Nanjing Morning Newspaper APP 100K+ 8,323 20K+ 2020/3/25

Microblog "Qin Huai Fa Bu" 930K+ 10K 23K+ 2020/3/25

Wechat H5 2w+ 2,410 1000 2020/3/25

Wechat Moments N/A 3,120 3,400 2020/3/25

| Collect Feedback

Through the organization of data collected from different social platforms and public activities, the group members will comment on those amusing and thought-provoking replies to establish better diffusions and interactions. This is a chance for

us to do investigations outside of our schools and an opportunity to spread our ideas effectively to the society; the group members will effectively separate their work and realize them, change peoples' stereotype of stone carving and generate positive influence.

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

1, our early research was very successful. It covered all the Nanjing stone carvings we could find and made detailed measurements at that site. This kind of on-the-spot visit not only makes us understand the beauty and value of stone carving but also lays a solid foundation for us to influence and impact more people. We use a fair eye to record the truth, acknowledge more people the problem; this is also the key to the success of the project.

2, our Internet spreading and interaction are successful. Through posting pictures and videos on Internet media, public accounts, and WeChat moments, we encourage more people to participate this activity. The barrier of time and space did not affect us, and we achieved incredible success. Some official media also paid attention to our activity and made responses to us.

These two keys to success help us achieve the preset goal step by step. What is more valuable is that even after this project is completed, it will still remain as a social public responsibility that our team and more people keep performing.

| What to Improve

During the implementation of the project, we also found some deficiencies. One of them is that our team members spent too much time during the early stage of communication, division of labor, and planning. Although these problems were properly solved eventually, we did waste some precious time overall. In our perspective, the reason for these problems is a lack of experience. The implementations of any project, team coordination, and the orderly organization are the key to success.

The overall implementation of the project was prosperous, but there were some

differences from what we expected. We initially encountered difficulties when our team members tried to express their ideas and influence others.

It's tricky to make a stranger listen to all of your ideas and have resonance.

Through this project, each team member progressed in communicating with others and expressing their personal views.

Therefore this event is really a valuable experience, and beneficial our future life.

| Summarize Learnings

Through this project, we have summarized the following learning we got:

1. the efficient division of labor among team members and the establishment of plans are the key to success;
2. During the implementation of the whole project, we learned that it is the key to find the people we could influence;
3. When we try to influence others, the way of expression and appeal something we should pay attention on;
4. During the whole project implementation, we learned that the tools of the Internet can deliver more effective interaction;
5. During the process of project implementation, we were acknowledged that even if we have a good idea, we still need a good way of expression such as the tone and diction of language usage, the composition structure of pictures, and the content of videos to affect people.

Finally, during the project, we learned that the most important points are self-confidence, persistence, perseverance to achieve their goals; these are our biggest harvest, meanwhile a lifelong benefit.

Team Credits

WEIXIANG ZHOU: Finding and organizing the scattered stone carving relics of six dynasties, arranging visiting route, recording findings, recording sounds, releasing short videos on new media, video dubbing.

XINHUI YE: Interview on people and institutions, scriptwriting, the stone carve map sketching, releasing of advertorial and image, interacting with the comments through social platforms.

JUNJIA ZHU: Finding and organizing the scattered stone carving relics of six dynasties, arranging visiting route, recording findings, recording videos, releasing short videos on new media, camera shooting.

YUANZHENG YU: Finding and organizing the scattered stone carving relics of six dynasties, arranging visiting route, recording findings, editing, releasing short videos on new media, video editing.

XINGYE CHEN: Interview on people and institutions, scriptwriting, interacting with the comments through social platforms, voice recording.

Judge Comments

" So far as a public awareness campaign, I think you took the right approach to engross yourself in the material and knowledge before trying to share information with a broader audience. You seemed to have provided the right platforms for your target audience, although I think it's important to do some measurement of how that audience responded to the content you were providing. You might also want to consider limiting your target audience more -- 100,000 people are going to have a vastly wide array of influences based on age, geography or other demographics. You might be able to find a more narrow niche that will allow your message to resonate with greater impact. While analytics will help you know if you have exposed people to your posts or videos, qualitative research such as interviews will also help you understand if teenagers feel more compelled to care or act. As for your video, it was brilliantly shot and edited, with a great mixture of wide, medium and tight shots, although I would encourage you to put some of the voices of others earlier into the video. "