

# Youth Impact Communication

## What Is The Future Of The Traditional Wine Culture?

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# Summary

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Culture is a very magical thing, especially in the past two years, people began to pay special attention to traditional culture, but do we have a wide definition of the word traditional culture? Baijiu, we think this is the product of China's wine culture and the essence of the distilled wine. As a kind of culture, it is the softener on the table, the booster of expression. As members of the millennials, we should not only inherit the characters, but also understand the culture.

The things that we learned throughout this journey are precious for us. All the members of the group are beginners in the field of communication, we have never had an experience like this before. But the motivation of "really do something for this culture" and the feeling of figuring out the reasons offer us the greatest force. We learned how to design the proper questions in an interview in order to get the answers we need, and we learned how to work like a team. How to convince your target audience to work with you and how to adjust the direction of the research again and again. We have received suggestions from the YIC organization and it was a little bit hard for a group of kids to see their ideas being criticized at first, but later on we have learned that these messages are so precious for the whole research. Some of us took the first step out of the comfort zone to invite others to be on the interviews, and some of us contributed huge amount of time working and trying to develop a WeChat widget of our own. In addition, we all became active participants in propagating our ideas. But all these efforts are worthy, we found the answer that we were looking for. If you are curious about it, just keep on reading!

# Identify the Topic

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## | Topic Description

Our title is:

What is the future of the traditional wine culture?

Recently, we have noticed a strange situation in the society. Young people (above 18) in China preferred western wines like red wine, instead of Chinese traditional white wines like Maotai and Wu Liang Ye. At the same time, white wines are preferred more when having a formal meal with people like the leaders in the company, and western wines are preferred more when drinking with friends. In addition, because of the tradition of drinking may cause a certain kind of uncomfortable feeling, young people begin to spurn the white wines. As a result, the market of white wine among the youth, especially the post-90s, started to shrink. Over 2019, maotai has established several new drinks like cocktail, but the sales were not satisfying. What is the real connection between those phenomenon? And what will the future of the traditional wine be like? We would like to find out.

## | Why it is important

The culture of drinking white wine has existed for over 5 thousand years in China, it can be called as a treasure and should not be abandoned by us. It serves as a way of cultural diffusion.

The positive impact of this culture is that the wine brings the people together. Drinking serves as the necessity for the vibe of the moment when we are with friends and family. Chinese people sometimes save the words that spring from the heart to themselves, but drinking makes it easier to speak it out and reinforce the relationship. However, there are some flaws in this culture like to urge people to drink and put the vibe above the health, and sometimes people drink only to impress another individual with more power.

So, it is important to realize the flaw in this culture and people's perspective about it in order to enable it to fit into the current society and make a better service in influencing the younger generation (above 18).

# | Project Objective

The first goal of our topic is to find out how people recognize the traditional wine, it is because we want to figure out the reason behind those series of phenomenons. And we will ask people at different ages about their attitude towards both Chinese and Western drinking culture. To reach the goal, we will randomly look for individuals and ask them specific questions that can show their true views about the initial question.

The other goal of our topic is to come up with some ideas of how to advance the selling of the wine among every age group, that can show us the solution towards a positive future. And this will be one of the ways to preserve the culture itself.

# Identify the Target Audience

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## | Who Are They?

The target audience of us is the people of all ages in the community. The reason for this bold choice is that first of all the wine culture is part of the Chinese culture, and we think people of all ages should be aware of it. What's more, a feasible plan of selling the wine should be able to attract customers of all ages, not just a group of people at a certain age. Based on that, we have divided the target audience of all ages into small sections:

1. Under 18
2. 18~25
3. 25~46
4. Above 46

## | Why Are They?

1. Under 18

We all know that people under 18 definitely cannot drink wine, so why do we need the ideas from them? Actually, even though they cannot drink, they must have been with people who drink, like their family members. And in this case, they might have their own interpretations of the culture of wine as witnesses.

2. 18~25

The people of this group are the younger customers of wine, and they start to have their judgements towards different kinds of wine. We want to figure out their attitude towards the traditional wine and provide developing solutions to their doubts. Also, we would like to know how to attract them to try the traditional wine.

3. 25~46

These people are those who have already branched out a family and have abundant working experience in the society, the wine, especially the traditional wine plays a major role in their daily socializing. And we would like to find out why they choose certain kinds of wine after years of comparison.

#### 4. Above 46

These people are those who have the closest relationship with the traditional wine and they are very familiar with the traditional wine culture, we want them to provide us some moving history of the wine and the concept of the wine culture that people do not know.

## | What is your scope?

So we can narrow down the scope of our audience in each age group accordingly.

#### 1. Under 18

We can focus on spreading the knowledge of different wine, especially the history of the traditional wine to people who knows little about the wine. We think it will be good for them to know a little bit about our traditional culture and this activity definitely push them to do that.

#### 2. 18~25

For this section we will focus more on the people that have strong perspectives towards the culture, either bad or good reviews will work. It is because they can provide us with the answer of why they choose or not choose the traditional wine and what bias do they have.

#### 3. 25~46 & above 25

For this section we will choose people with more drinking experiences in different scenes.

## | How to reach them?

We will first posted some related information in the the social media and ask our parents to repost, and a week later we will posted the questionnaire and highly invited everyone to take a part in it. After this, we will select some individuals from all ages that are interested in this topic. Then, we will do some research with them.

# Identify the Key Message

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## | The Key Message

For us, the key message is that “the continuation of the wine culture”

## | The Tactics Behind

For the tactics behind our key message, we consider about the method "Pathos". Because as a Chinese, I believe that most of us all have a intense emotion towards the country's traditional culture. It is always something that we want to preserve and something that we are proud of, so we use the word "continuous" to emphasis how important it is for us to get to know the culture of wine.

# Choose the Platform

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## | The Platform Chosen

The main platform we we have chosen is through Wechat widget. Since our target audiences have the ability to view the things we have put on earlier. We plan to arrange 2 sections, the first one will be the introductions of each kind of traditional Chinese alcohol, also some good habits and influence of alcohol. It should be attractive enough for the younger generation to click in. The second section will be some questions and misunderstandings about traditional alcohol, we will invite a qualified wine taster mastered in traditional alcohol to provide some appropriate answers.

## | The Alternative Platforms

Besides the Wechat widget, we decided to set a questionnaire online. The main purpose of this questionnaire is to get people' s attitude towards the traditional alcohol and their(or their families' ) choices of liquour. We offered abundant choices of alcohol so that we can get a form of the result that is 100% authentic. After learned about their biggest misunderstandings and doubts, we will start to build the Wechat widget.

The other platform is through individually interviewing. Because of the situation caused by the virus, we cannot go out on the street to directly get the passerby's opinion, so we adjust our plan a little bit and choose to perform the interviews online. We have picked a lot of active participants in the former step and plan to do interviews with them. The topic will focus on their suggestions about the culture of alcohol, like what is the advantage and worth preserving, or the disadvantages needed eliminating. Also, we will ask them what form of promoting they would be attracted by for the traditional alcohol industry. Finally, we will combine these suggestions and send a report to the company that sells Chinese alcohol.

## | The Criteria to Evaluate



Our Criteria to evaluate depends on 2 standards. The first standard is whether this platform is practical, which means that if this platform can be seen by >200 people. This is because that, based on our idea, we need a variety of people from different ages to make sure our research and information is authentic and fair, instead of unnecessary deviation. Hence, 200 is a fine number to reach to. In addition, consider of the situation that is going on outside, it is almost impossible for us to collect the passer-by' s ideas. On account of this, we choose to use the questionnaire online to collect people' s ideas. Since with only a tap on the finger, an individual can give us the information we want.

The second standard is how directly the platform is to spread the information about wine we want to convey. Since the basic knowledge related to the traditional white wine is rough to understand, if the platform is designed in a stiff way, then not many people will tempt to click in and learn something. So, we associate that quality with the WeChat widget. The contemporary society have witnessed how convenient and useful the WeChat widget. The restaurants use it as a substitute for the traditional menu, which can make ordering and paying efficient and direct.

## | The Rating Sheet

 [the rating sheet](#)

# Set the Agenda

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## | Set the Agenda

January:

(All the group number)

Set up the group chat of discussion 1.15

Let everyone list up their thoughts about the topic

Choose a certain topic, talk about the feasibility

February:

Find 2 platforms

Design the questionnaire 2.15 Fang Xinyuan+ Sun Tianyi

Spread the questionnaire 2.16-2.22 Fang Xinyuan+ Sun Tianyi+ Wang Ruihan+Zhou Yuxin

Design the basic form of the WeChat widget 2.25 Zhou YuXin+ Sun Tianyi+ Hu Rundong

March:

Find the third platform

Collect the data and statistics from the questionnaire, make a form 3.20 Fang Xinyuan

Design the page of the WeChat widget (drawing/copywriting) 3.20-4.15 Wang Jielin+ Zhou Feiyu+ Zhou Yuxin

April

Design the interview draft 4.5 Hu Rundong+ Sun Tianyi+ Wang Ruihan


Carry out the interview 4.15 Hu Rundong+ Fang Xinyuan+ Sun Tianyi

Establish the WeChat widget 4.16 Wang Jielin+ Zhou Feiyu

Sort the result of the interview, in the form of PDF 4.20 Zhou Yuxin+ Sun Tianyi

# Design the Packages

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 The feedbacks of the questionnaire

 The WeChat widget

 the interview video

 The interview on Bilibili

 The comment

# Create and Track the Impact

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## | The Execution Plan

Our execution plan is to arrange several interviews with the active participants in the part of filling the questionnaire. We have collected 272 feedbacks from people of all ages. And we design the interview based on that. The video of the interview will be posted online.

The interview

\*People under 18 cannot drink!

All the questions is based on the background:

Do you or your friends drink wine? If so, what kind of wine do you prefer?

What do you know about the special Chinese drinking culture, and do you agree or disagree with it?

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(Follow the questions above, optional) If you think there are certain things that should be changed in this culture, like to urge a person to drink for the atmosphere, what are the ways of improving it?

What kind of selling strategy do you think will truly attract you to purchase if a traditional Chinese company is trying to sell the drink to you? (Eg: Jiang Xiaobai, a Chinese white wine company, has come out with the new peach flavor alcohol, and the new packaging looks attractive to the younger generation; Some milk tea shop has combined milk tea with traditional alcohol.)

The traditional companies start to approach to the younger generation, like lowering the percent of alcohol in their product. Do you think this is a wise step or a risky one?

## | Impact Statistics

 [The result of the questionnaire](#)

## | Collect Feedback

The feedback:

1. The questionnaire that we sent out got 272 feedbacks.
2. The interview video we posted got 1k reviews on QQ and 300 views on bilibili.

# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

After all the plans being taken into actions, we have reflected ourselves a lot and here are the 2 points that we think we are successful:

### 1. The topic choosing

What is successful about this part is that the topic is unique. And it is not decided randomly. We first arranged some small group meetings and shared the conceptions of the topic with each other. Every idea was considered thoroughly. In this way, we gradually narrowed down the scope of the topic to a traditional culture. If we only focus on the culture that is conventional, has existing solutions and inheritance methods, the significance of the whole investigation process will be less challenging and meaningful. So we turn to look for a traditional culture, the wine culture, which is not noticed by many people and is showing problems.

### 2. The interview

The success of the interview was definitely a surprise for all of us, some of the participants even shared some thoughts that we had never thought about before. And all the interviewees are amazing in their skills. The transition between each question was absolutely smooth . And we are so proud since we are all first-time interviewees!

## | What to Improve

Apart from all the success that we have achieved, there are still many flaws in the whole process:

### 1. The video of the interview

The effect of the video was not the best. Because we don' t know how to editing

the original footage, and the final result was not appealing in the arrangement and aesthetic. We can actually find someone online and pay for the editing, and the achievement will be more inviting.

## 2. The platform

We think that there can be more platforms that serves to help people learn more about this culture. The WeChat widget is convenient, but' s not convenient enough. One of the users have told us that the process of open a widget is a little bit complicated. So, we think that it will be clearer if we just use an article to explain and post it on the social media.

# | Summarize Learnings

After all the activities that we have carried out, we finally get to know what we want to find from the start. First of all, we learned that the reasons for disliking the wine culture is actually different, some people said that they don' t like the high energy when people are drinking(make loud noise) while some said that they just don' t like how strong the traditional wine is and if the company lower the percentage of alcohol, they will probably have a try. But some said that, as a traditional culture, if the taste of the wine is changed, then the spirit will be gone. And from their conception about the wine culture, we can sum up and say that if the traditional wine companies want to attract more customers, they can come up with a new line of wine which lowering the percentage of alcohol while keep the original product as the main selling line. Another interesting result we perceived is that the culture itself doesn' t really have to be artificially "changed" , it will adjust itself in the flow of time just like how the economy adjusts itself. But it is important, still, for the younger generation to learn about the culture of the wine.

# Team Credits

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Sun Tianyi:

I work as the leader in this team, it is my first time leading a group of people and I am so proud that I did it.

Related work: The arrangement of all the writing work and uploading; the designer of the interview and voiceover of the interview video;

Fang Xinyuan:

In this activity, I made two questionnaires for statistical data and participated in interviews with teachers. From this YIC activity, I have a deeper understanding of traditional Chinese wine table culture and a new understanding. In the past, I only thought that the wine table culture had some uncomfortable behaviors, such as persuading people to drink, but now I think that as long as we drink reasonably and control the quantity, wine can also be a savior to ease the embarrassing atmosphere.

Hu Rundong:

I was an interviewer during YIC Project. I interviewed the people of section 4 to investigate their aptitude towards alcohol. From their words, I learned more about the drinking cultures in their eyes. For example, people will prefer drinking baijiu while having business dinner. Also, I accumulated some skills of interviewing, like how should I ask their questions or how to have a good transition between questions. The experience makes me feel more confident and good-thinking than I used to be.

Wang Ruihan:

I joined YIC and it really helps me a lot. My position in this group activity is to design the interview draft. As our project needs to do some interview research with different kinds of people, my partners and I considered carefully about how to make the questions valuable and specific. Due to the background of various people, we also tried to make these questions appropriate. This process helped me learn how to talk with others, how to consider a single thing comprehensive, and the most important, how to get along with others.

Zhou Feiyu

I worked as the widget page designer when participating in JEA. I have several group members and we discussed about how the page will look better and be more attractive to the users. Also, since our topic is about the study of wine, we



considered a lot of such elements and added into the home page of our applet. During this working time period, although we did not have the chance to meet my group members offline, I really feel everyone's passion in this program and we have very strong connection and team spirit which I am totally impressed with.

Wang JieLing:

I am the designer of the WeChat widget and I helped in designing the questionnaire, too. It was an interesting and thrilling adventure since I challenged my limit and did a design online.

Zhou Yuxin:

I did the part of producing the WeChat widget, although I had my parents' help all along, there are still a lot to do for me. Once I had to look for videos online that can teach me how to set our own GongZhongHao because I literally didn't know how to deal with it. But luckily I have done that and now I have another ability.

When doing the questionnaire online, I asked my parents and friends to fill it. My mother said that she agrees to let teenagers have basic ideas about drinking culture, but it is not moral to sell them drinks combined with wine. She shared her thoughts towards drinking when answering the questions. When our teammates carried out the interview video, I compared her ideas with the ideas presented in the video by others, and had a more comprehensive perspective on traditional drinking culture. Different wines have different meaning for various situations. They not only bring fun and memories for families, but also represent a relationship between Chinese people.

# Judge Comments

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" I like that you' re trying your topic to traditional Chinese culture. Understanding and embracing cultural norms are an important part of society. With that said, I' m struggling to understand the importance and impact of this particular tradition. Do you have statistics to back up your class that young people are not buying and/or consuming white wine at a rate significantly less than previous generations? You make that claim, but you don' t make it clear that it' s true. Your audience is far too broad. If your audience is everyone of every age, then do you have an audience at all? Narrow your focus so that you can solidify your messaging. I think you' re better served making your audience either young people (below drinking age), whom you can educate about the tradition or young people of drinking age. The messaging is OK. Try to have some fun with this and be more illustrative in your approach. Because your audience is so broad, you have to consider many, many more platform options. You can' t reach every segment of your audience in the same way, which means you have to think beyond WeChat. The questionnaire and interviews are certainly helpful. They will offer anecdotal evidence, which is something your project would need. Good work having a target viewership in mind. Your agenda and timeline look pretty solid. Maybe getting the WeChat widget designed and ready a bit earlier would' ve been helpful. The video is a good idea, but the execution needs some work. We can' t see the head of the second interview subject, and the audio interview doesn' t come with any accompanying image, so we see only a white screen. The first minute or so is also a white screen. You want to find some images or stock footage (if you couldn' t shoot anything yourself because of the pandemic) to be playing. Also, the video is too long. Edit tightly and produce a video that people will watch from start to finish. What other materials did you produce, though, aside from the video. Thoughtfully consider all the options are your disposal, and then choose the ones that are best for your audience. It seems like you had a good response rate for your survey. You did a nice job breaking out the responses into easy-to-read graphs and charts. It would' ve been helpful to see responses by target audience group. You could' ve done more with this data to help amplify your project' s message to your audience. You also seemed to hit your target for views. Great responses and reflections. Some of your comments about your video mirror mine. Great awareness and self-reflection in that moment. "