

Youth Impact Communication

Improve The International Impact Of The Memorial Hall Of The Victims In Nanjing Massacre

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Summary

Our group aimed to improve the impact of the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders in the international community and considered advocating people to maintain the world peace together. We did the following parts of work. First, we designed a questionnaire to understand how much the international community know about Nanjing Massacre and the Memorial Hall of the Victims in Nanjing Massacre through various methods. The data showed that most people who filled the questionnaire were from the US, the UK, Germany and Canada, including Portugal, Denmark and Sudan. The enthusiasm of people inspired our passion to do the project further. Second, we made a short English video to introduce and promote Nanjing Massacre and the Memorial Hall of the Victims in Nanjing Massacre, especially about the outstanding contributions the foreign friends made during Nanjing Massacre, such as the work of International Committee for Nanjing Safety Zone, the dairy of John Rabe, and professor Vautrin, the acting president of Jinling Women's Liberal Arts College, and posted it on the social media and websites. We got more than 2000 hits in less than 20 days and received encouraging reviews from many people. Third, we left a email address at the last of the video to provide interpretation for the international friends when visiting. We will improve the video, increase propaganda methods and enrich volunteering ways to keep this project working.

 [The summary powerpoint of our project](#)

Identify the Topic

| Topic Description

World War II was a calamity for humans. As an important part of the Asian battlefield, Japan invaded China on a large scale in 1937 when the Pacific War, with the attack on Pearl Harbor as its symbol, didn't completely break out.

On December 13, 1937, the Japanese aggressors conducted an inhumane massacre for more than 40 days in Nanjing. More than 300,000 Chinese people fell into the pool of blood with one life dying every 12 seconds..... This human catastrophe, a scar branded in Chinese history, has been locked in the hearts of Chinese people and can't be forgotten. How to remember this history and avoid similar events in the long running river of history are the responsibility of the people living in Nanjing. It will be meaningful and exert far-reaching influence as well.

In October 2015, Nanjing Massacre was included in the Memory of the World Register officially by United Nations Educational, Scientific and Cultural Organization(UNESCO) which marked the gradual formation of the world's memory. The parliament of Ontario, Canada has passed the proposal to set December 13 as Nanjing Massacre Memorial Day. The parliament mourns for the victims with China and forms linkage at home and abroad on December 13 every year. However, when we contacted with people from different countries with different cultural backgrounds, we noticed that although many people have heard of the history of Japan's invasion in China in World War II, the vast majority did not know much about it and only a few people add the memorial hall in their itinerary. The Memorial Hall of The Victims in Nanjing Massacre by Japanese Invaders was opened on August 15th, 1985. The 3 large-scale extension projects later constantly enriched the collection and introduced new elements. There are nearly 4000 photos, 9992 cultural relics of various types, 262 video tapes, and 3 "Death Pits" in Nanjing Massacre which smartly and seriously express the 5 themes of violence, struggle, victory, trial, and peace. Among them, the camera and video tapes used by an American priest, John Maggie, to shoot the historical images of Nanjing Massacre have been included in the Memory of the World Register by UNESCO. From the opening to the end of 2019, millions of people from over 100 countries and regions had paid a visit.

| Why it is important

The Holocaust conducted by the Nazis is widely-known around the world for the following reasons. On one hand, the Jewish people constantly tell the world about their memories of the holocaust through the mass media nationally and internationally. There have been hundreds of stories and documentaries produced all over the world from 20th century up till now. Several video works like The Holocaust, Schindler's List, The Diary of Anne Frank have won international awards, which all have important impacts worldwide. On the other hand, the Yad Vashem in Jerusalem, Memorial to the Murdered Jews of Europe in Berlin, and the Auschwitz concentration camp have all served as a collection of historical accounts witnessing this period of history. Through long-term propaganda in multiple ways, they are known throughout the world.

In contrast, the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders is not well-known in the international community. The large majority of international visitors are groups in the form of communities, schools, or cities communication. At the same time, the information of the memorial hall is rarely mentioned in foreign media. Compared with school education and mass media, which are the main sources of spreading the memory of Nanjing Massacre, the memorial hall's historical materials are more comprehensive, which can provide more details, more vivid impact and more direct feelings. For example, the memorial museum has the pictures and the material evidence of the "one hundred beheaded" killing competition described in textbooks, which enhances the credibility of written materials. Therefore, we should enhance the museum's influence out of China, especially out of the Chinese cultural circle, so that more international friends and overseas Chinese can visit the museum, strengthen the awareness, interpretation and dissemination of this history, and turn the historical event of Nanjing Massacre into the "collective memory" of human history.

In one of Jinling High School International Department American Division's courses, Current Events, we have learned that in current regional wars outside China, events with large or small scales occur from time to time. Therefore, by promoting Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders abroad and making more people understand Nanjing Massacre, we can let people rethink profoundly how to avoid these tragedies happening again and again and how can human societies get along better with each other and encourage more people to actively protect this peaceful world with highly developed human civilization today.

| Project Objective

Although more than 400 students from nearly 30 countries have been to Purple Grass International Peace School in these years, Purple Grass International Peace School focuses on the foreign groups rather than individuals. The Exhibition of Nanjing Massacre which has been held in more than 30 foreign cities did not last

for a long time. The short English video to spread this event is even fewer. We want to let more foreigners know about Nanjing Massacre and visit the memorial hall when they come to China through the short English video that we make. We will provide help for the individual visitors as we can.

Identify the Target Audience

| Who Are They?

Some of them are international friends, mainly the foreign teachers and the classmates and friends in abroad summer camps. The history of Nanjing Massacre will be spread through their social circle.

Others are Chinese who were born abroad and are not able to read Chinese of our relatives and friends.

| Why Are They?

It was some Germans, Americans and other foreigners who stayed in Nanjing during Nanjing Massacre, established international security zones, and secured over 250,000 lives desperately. The kindness of these international friends should be known by their compatriots by visiting the memorial hall and witnessing such evidence that could prove their humanity, courage, and kindness.

Moreover, foreign citizens of Chinese origin, born abroad and not capable of reading Chinese, are mainly targeted on as well. The action of permeating the publicity of Nanjing Massacre has only been done for just 20 years. Therefore, for the Chinese who went abroad early, they know little about the details of this historical event. Their offspring born abroad will have limited access to that information and hardly have any insight and thoughts in depth either, since they don't understand the Chinese characters.

| What is your scope?

There are two sources of our aimed people. Firstly, the people aged 15-60 with certain reading and judgment ability, display interest in Chinese culture and history, and often use social websites and applications as well. Secondly, the foreign people plan to come to China regularly, especially the international visitors travelling to Nanjing.

| How to reach them?

For the audience from Germany, the US, and the UK, first, we can generalize through the social accounts of Chinese students in these countries. Second, we can promote by publishing the short video on Weibo, WeChat, Instagram, and bilibili. For the born overseas who cannot understand Chinese, we will try to promote the introduction in the overseas Chinese community through relatives and friends abroad.

Identify the Key Message

| The Key Message

Because the foreign public seldom get unofficial English information about Nanjing Massacre, they know only a little about Nanjing Massacre and the Memorial Hall of the Victims in Nanjing Massacre. Therefore, we will introduce the history and the memorial hall to foreign public to reach our two goals. First, we want to make more foreign people to visit the memorial hall, learn from the history, meditate together, try to avoid similar tragedy taking place, and maintain the world peace together. Second, we want to mourn for the kind foreign friends whose kindness in the crisis saved hundreds and thousands of Chinese people.

| The Tactics Behind

We will know about how much the people in countries like Germany, America and Britain and overseas Chinese know about this incidence, how much they want to know, what do they focus on and whether they want to visit the memorial hall through the questionnaires we design. Then, we will collect the relative materials to make a short video and promote through the social media, and the social circle of the foreign teachers and the classmates and friends in abroad summer camps.

Choose the Platform

| The Platform Chosen

In modern times, the internet media take the advantage of not being restricted by region; effective and efficient spreading, high openness, high information sharing; and having low cost. We will stay focused on online publicity by making short videos in the English version, information about the history and the memorial, especially foreign allies' contribution during the massacre.

We once tried to post our short video tips only on our own social media including WeChat, YouTube, Twitter, and Facebook. However, during our collection of data, we realized that not enough foreign friends are participating in filling out our questionnaires. If this method doesn't work out because of the low participation, we will post these videos on Chinese platforms like Bilibili.

| The Alternative Platforms

We once considered making paper brochures and distributing them in the tourist bureau, foreign-related hotels and popular pubs in Nanjing. However, after our discussion, we thought that the cost of printing and the time cost of distribution were to be high, and it could only be carried out in Nanjing, so the effect could hardly meet our expectations.

We wanted to help the museum update its English website. We have noticed that the Chinese version of the museum's official website is rich in details and has a strong timeline, but the English version is difficult to access and lacks a timeline due to the insufficient information being updated. However, during the later contact with the museum staff, we learned that the English content reviewing process is very complicated and strict, and the work we have done may not be allowed to be posted on the website.

| The Criteria to Evaluate

We will evaluate the two main parts of our projects in four aspects, the efficiency to get information, the lasting time, the people affected and the stability of the results.

The publicity, or people's participation, is the most important for our project. Therefore, we engaged ourselves in the design and collection of questionnaires, as well as the production and processing of videos, and tried to promote online publicity. Because our target audience are between 15 and 60 years old and use often social media, we analyzed that the social media they use most are Weibo, WeChat, Instagram and bilibili. Through these social media, we can show our result to the public, understand the thoughts of the public and improve our work through the reviews in the comment function.

To determine whether our actions are working, we think there are two ways to measure:

1. Check whether the number of non-Chinese participants in the questionnaires can reach 50.
2. Measure the number of views of the video. We hope it can reach 2,000 clicks on all kinds of social media in a month and will be continuous increasing in the future.
3. We will leave a public email address at the end of the video. Through contact before meeting, our group members will provide help for the foreign friends who want to have people to interpret when visiting the memorial hall.

| The Rating Sheet

The first part is the questionnaire. It is relatively successful. A total of 77 valid questionnaires were collected from overseas, among which 27 were foreign residents of Chinese origin and 50 were foreigners. Most of these questionnaires were spread by Jingling High School alumni and foreign teachers living abroad. To our surprise, the background data showed that some questionnaires were filled out in Portugal, Denmark and Sudan, which was far beyond the range of our delivered questionnaire.

The results of the questionnaire made us deeply feel that people's understanding of the Nanjing massacre varies greatly from different countries and ages. Americans and Germans know more about the Nanjing massacre than people from other countries.

In the questionnaire analysis, besides the straightforward results, we also adopted cross-analysis, and made some new findings, such as the large differences in the way of obtaining information on the massacre in different countries, and there are many other things we can do in promoting the publicity of the memorial.

The second part is the English promotional video. We consider this part as successful as well. Up to now, its views on various social media have reached 2500, which meets our expectations. Because of the impact of the pandemic on going out, our video mostly comes from editing on the collected materials and we should create more. According to the comments and the reviews on the bullet subtitles, we

found something that worth improving and we will improve it in the later volunteering work at school.

 [The rating sheet](#)

Set the Agenda

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Designing the project:

2019.12.30--Determining the topic;

2020.2.17--Setting up the main frame.

2020.2.20-2020.3.10--Making the survey:

Designing, making and handing out the questionnaire;

Analytical describing the results.

Making and promoting the introducing video:

2020.3.10-2020.3.20--Collecting the materials;

2020.3.20-2020.4.10--Making the video;

2020.4.10- --Promoting the video

Concluding the project:

2020.3.15-2020.4.20--Writing the summary report

2020.4.20-2020.4.22--Making the reporting Powerpoint

 [Photo1 of group members in the memorial hall](#)

 [Photo2 of group members in the memorial hall](#)






 [Photo of the communication between the group members on WeChat](#)

 [Photo3 of group members visiting the memorial hall](#)

 [Photo of group members discussing together](#)

 [Photo of Zhang Yiwen creating the video](#)

Design the Packages

-  [The summary powerpoint of our project](#)
-  [Our video posted in bilibili](#)
-  [Our video on Weibo](#)
-  [photo of editing the video](#)
-  [photo of discussing about the video](#)

Create and Track the Impact

| The Execution Plan

Questionnaire part :

Since designing the questionnaire required much time while every group member has made repeated modifications many times, the total process lasted about 20 days. And the final questionnaire presentation was made through multiple perspective-taking, soliciting opinions, and small-scale testing.

In the process of gathering questionnaires, we only found few foreigners who we knew directly. It was alumni of Jinling High school who studied abroad, the foreign teachers of our school and our foreign relatives and friends that helped a lot in the process of issuing questionnaires.

Promotional video:

In terms of content selection, our group had many discussions. In the early stage, we considered interviewing holocaust survivors, visiting the international security zone of the year, and taking photos at the memorial hall. However, the final materials of the video were from editing and the parts we created were not enough because of the influence of epidemic on going out.

In the material collecting part, we went to the memorial hall twice after the memorial hall reopened. We took some photos and especially studied the contents in the "Humanitarian Aid" part detailedly.

At the first part of making the video, Zhang Yiwen and Hu Rui each made a video independently. After discussing, we chose the video of Zhang Yiwen and improved it, like adding the caption, changing the background music, enriching the photos of the foreign friends and adding the list of the foreign friends at last.

| Impact Statistics

The questionnaire:

A total of 77 valid questionnaires were collected, among which 27 were of Chinese origin and 50 were of non-Chinese origin.

There are 15 American interviewers, 3 British, 8 Canadians and 15 from other countries.

People between the ages of 25 and 55 know more about the Nanjing massacre than people under 25.

3.7% of Chinese did not know about the Nanjing massacre, lower than in Britain but higher than in any other country.

Chinese, Americans and Germans know more about the Nanjing massacre than people from other countries.

Seventy-five percent of Chinese-Americans learned about the Nanjing massacre through school. Other countries have the lowest proportion of people who have ever learned this information from schools.

83.12 percent said most people would visit the memorial if they had the chance to visit Nanjing.

The promotional video:

Up till now, we have received more than 1600 hits, with more than 100 thumbs-up, about 50 comments, over 60 reviews on the bullet screen, and 33 saving to collections on bilibili. The number of hits on Weibo has increased to 800 in a week and is continue increasing, with many comments of encouraging us. Additionally, we got many thumbs-up in WeChat, with more than a thousand hits. Unfortunately, there are not many hits on Instagram.

 [Questionnaire about Nanjing Massacre](#)

 [Cross-analysis of the questionnaire about Nanjing Massacre](#)

 [Photo of the video on bilibili](#)

 [Photo of the video on Weibo](#)

| Collect Feedback

Feedbacks to the video:

-I hope these younger schoolmates and further expend their impact from this video, and make the history more than something on the textbook or only the history to specific people. (from 向南最喜欢艾米莉亚碳)

- I've been there plentiful times during university and whenever I step into the hall I feel mournful cause those surroundings truly exhibit what our elderly generation and even the entire nation suffered in that dark age.The Massacre not only left us an unforgotten memory but also stimulated our Chinese to strive since then. (from Sidemon)

-We remember the history for reconsideration rather than hatred. I hope there will always be peace in the world. (from 张机智啦)

- Good Move. A new young generation with historical responsibility for China for Nanjing and for human beings. (from biliMMSHI)

Expert feedback:

Mr. Wang Yunsan, from the memorial hall, "The questionnaire to abroad make as understand how much foreign people know about this event. The short English video is very innovative, effective and efficient ,in that foreign friends are more

quickly accessible to the memorial hall information. People who do not know about the Nanjing massacre have a knowledge of the event, knowing that there is such a dedicated memorial hall in Nanjing to visit, I, personally, think this project is very good."

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

As for the project itself: first, the short video is made in English to raise the awareness of the Nanjing massacre and the memorial hall among foreigners and Chinese. The promotional videos will be on the Internet for a long time. In the future, we will optimize and improve them through our public welfare organizations. We hope that the influence will be lasting and gradually deepened.

| What to Improve

First of all, we didn't have a deep understanding of relevant background knowledge in this project.

For example, we did not know enough about the causes of the Nanjing massacre and were unfamiliar with the background and exhibition of the memorial hall, which made us take some detours in the selection of video materials.

Second, our video promotion platform is not international enough.

We are promoting our videos through domestic social media, and our target audience seldom uses these social platforms, which is not in line with our original intention.

Third, in the early stage, our team was trying to create a memorial We Chat public account, which was open to the memorial activities and the information such as available time intervals, usable public transportation, in order to bring convenience to visitors to easily reach the memorial. However, when we tried to implement the task, due to the WeChat restriction of the services account, we couldn't fulfill the task.

| Summarize Learnings

The Nanjing massacre should be an event of permanent international significance, existing in the "collective memory" of the international community, just as Auschwitz becomes a symbol of the Nazi massacre of Jews in the second world war. But history seems to remember Auschwitz, not the Nanjing massacre. Our team hopes to publicize and promote the Nanjing massacre memorial hall, so that more international friends can visit the memorial hall, learn about the history, be alerted, and cherish the current peaceful environment.

In the whole project, whether it is the questionnaire design and distribution, or the video production and promotion, we are full of enthusiasm and committed ourselves to it. During the implementation of this project, the team members have a richer understanding of the Nanjing massacre, which enhances our sense of responsibility to promote the memorial. The results of the questionnaire further make us realize the importance of doing this, and enhance our sense of mission to make this project a success. Video is not only a tool we use to show the public, but also a respect for the history of our team.

Team Credits

Zhang Rui, the team leader, determined the topic, analyzed questionnaire, wrote the summary report, and led the team members set up the main frame together. Zhang Yiwen made the online questionnaires and created the promotional video. Hu Rui collected the materials of the video and created the video.(Although his video was not selected, we got ideas from it.)

Ji Zixiang made the summary powerpoint for the project.

Pan Pinzhi designed the questionnaire.

All the team members set up the main frame of the summary report, wrote the first draft of the summary report, and promoted the questionnaire and the video.

Judge Comments

" I admire your topic. It' s incredibly important, and its potential impact is far-reaching. It' s incredibly ambitious: You hope to reach an international community. That' s a laudable goal, but obviously intensely challenging. You may be better served targeting a more specific audience, narrowly tailoring your message, assessing whether your strategy worked, and then considering how to spread the word farther and farther. Your audience is too broad. Focus on a smaller target group. I think you have a couple of options here. You could certainly tailor your project toward the tourists who visit the area and the museum. That would be a good starting point. Or you could focus on those foreigners who were in Nanjing during the massacre. But you should avoid a target audience of anyone 15-60 years old AND international travelers. Is there a tagline or other creative framing of your topic? What' s the message, succinctly, that you want to share? Finding a way to do this quickly and clearly is important. What you' re attempting to do is clear, though. You' re learning about the importance of a narrowly focused audience as you consider your platforms. How you tailor a message for, say, an American will differ from how you tailor a message for a German. So attempting to reach all of those groups at one time with one message is difficult. The brochure idea is a good one, though. It may' ve been worth pursuing. You had a great idea to update the English version of the museum' s website. That' s a strong way to reach a larger population of people. Nice work setting goals for viewership and response rate. Not bad getting 77 responses. I don' t how much you' ll be able to generalize from those results, considering you' re attempting to reach an international audience. But still, 77 is a solid number. You did provide links to the content you created, including the video. You offered only two photos of the video, but not the production itself. As such, there are no materials for me to view under the "design packages" heading. You did a nice tracking your work and your messaging. The questionnaire break down was helpful. I' m not sure about question No. 4, which asks which of the choices was also a tragedy during World War II. Is that meant to be a quiz-like question? Why not simply ask respondents if they' ve heard of the massacre. And open-ended question could' ve helped here, too, in which you asked respondents to explain what they knew about the massacre. Good reflections. You' re hinting at some of the things I' ve already mentioned regarding audience and platform choice. You also acknowledged your need to do a lot of prior research before engaging in the project. I appreciated your candor. "

" Updated with links on the video: Excellent job allowing your source to have the predominant portion of the video. It does really help add more authenticity and human interest to the topic. The bed music should be ducked down a little bit,

especially during interviews, so that it doesn't become a central character in the video. Exercise extreme caution when providing imagery of dead bodies. While this topic certainly deserves a certain amount of shock value, gratuitous use of death in these types of videos can be desensitizing, or worse, disrespectful to those who have passed. "