

Youth Impact Communication

Research On Huishan Museum 's Clay Figurine And The Discussion Of Intangible Cultural Heritage

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Summary

Wu Xi, once a little beautiful town in Jiangnan, becomes a large prosperous city with the development of economy. Now most people live in urban areas and have abandoned traditional lifestyles. Many valuable traditions which have existed for thousands of years is marginalized and nearly disappear from people's life. The most famous local product here, Huishan clay figuration, is a typical example. Back when our grandparents were still kids, the clay figuration was the only toy they could get and it was an honor to have one small clay figuration. At that time, people could find clay artisans who had excellent figuration-making skills easily. But now, we can just see a few shops selling Huishan clay figuration in some tourist attractions. Therefore, it is really urgent for us to help clay figuration get into public sight to avoid the extinction of it.

In our project, we went to Huishan Ancient Town, the origin of Huishan clay figuration and made a short interview with some shop owners, clay figuration makers and passers-by. All of them showed their sadness for the progressive disappearance of this traditional art form. Fortunately, there are still some people persisting making clay figures although it is tough to earn money from this. We recorded our interview, in hope that more people can get familiar with this precious traditional art form from our video. We know that it is very hard to change the bleak future of Huishan clay figuration, but we will try our best to help protect the inheritance of it.

Identify the Topic

| Topic Description

We will study the clay figurine of wuxi huishan, an intangible cultural heritage, and pay a visit to its inheritors. In the process, we will learn about this precious heritage spirit and have a better understanding of the unique local culture. At the same time, we hope that more people can know about such excellent intangible cultural heritage and assume the responsibility of protecting it.

| Why it is important

Intangible cultural heritage is the soul of a nation and the commonwealth of all Chinese people. The reason why intangible cultural heritage is intangible lies in its spiritual and cultural nature. What we want to inherit is more the spiritual and cultural value contained in the heritage itself. It is because of this intangible cultural heritage that the Chinese nation has been able to become what it is today under its influence. Therefore, we chose to visit clay craftsmen and let people enjoy the beauty of clay figurines in Wuxi Huashan.

| Project Objective

1. Visit clay craftsmen to learn about their production process and their views on intangible cultural heritage.
2. Video clip of the interview with Wuxi hui shan museum, and let more people know the beauty of clay figurines.
3. Promote the spirit of protecting intangible cultural heritage.

Identify the Target Audience

| Who Are They?

Nowadays, teenagers who are addicted to the Internet pay little attention to traditional culture and China's intangible cultural heritage, especially the local people in Wuxi.

| Why Are They?

Because young people are the pillars of the future of the motherland, we should make the spirit of protecting and inheriting intangible cultural heritage penetrate engrave into the minds of young people, so that the traditional Chinese culture will shine forever. Besides, the target of our interview is Huishan clay figurine, which is localised in Wuxi. Therefore, people in Wuxi need to know more about this traditional handicraft.

| What is your scope?

Especially the local people and local primary and junior school students in wuxi huishan district.

| How to reach them?

We publish the clips on the Internet and relevant community websites, and write some articles for local newspapers in wuxi. We interview local students on the street and ask them what they know about it and educate them about it.

Identify the Key Message

| The Key Message

Our topic is Chinese intangible cultural heritage. We think it is a good topic. All the members of the group are interested in it. A deeper sub-theme is what we can do to ensure the inheritance of China's intangible cultural heritage. Because in China, intangible cultural heritage has not been well inherited. China's intangible cultural heritage can be said to be the crystallization of the wisdom of ancient Chinese, is their precious legacy for future generations. We consider China's intangible cultural heritage a great invention. As teenagers, we want to make efforts to let more people know about China's intangible cultural heritage, not only the global Chinese, but also carry forward these Chinese cultures on a global scale, and do our best to make these cultures pass on.

| The Tactics Behind

We have also developed some methods and strategies for this topic. We use "appealing to emotion" to express the love for China's intangible cultural heritage of many inheritors, Chinese, Chinese and some foreign friends.

Our group agreed to investigate the teenagers' understanding of intangible cultural heritage, the impact of intangible cultural heritage on their lives, and whether they are willing to participate in activities related to intangible cultural heritage, and which form of activities they are more interested in. In addition, we can also go to museums and see some performances and exhibitions of intangible cultural heritage, and then we can interview the inheritors of intangible cultural heritage. We can also make a WeChat public account to publish articles, make a video, and design some leaflets to be distributed in the downtown area.

Intangible cultural heritage can be divided into local intangible cultural heritage and some old craftsmen in wuxi. Moreover, if the video is well shot, it will be very impressive and spread easily on various social platforms. Depth has, media effect has. But to think about how to refine the topic, how to complete the interview, how to complete the collection of information, in a way is difficult. The collection of information needs a huge amount of reading. This topic wants to do outstanding,

must have the touching point is the so-called very wonderful point. We will pay more attention to the improvement of this aspect in the later preparation process as well.

Choose the Platform

| The Platform Chosen

We will choose Weibo as our main promotion platform. We will register a new Weibo account before starting the interview. When I go out to shoot and interview the heirs, I will publish the photos with the articles written on Weibo. In addition, the daily interview experience of our group will be cut into a vlog to let more people understand the process. Finally, we will post the edited video on Weibo, bring the topic of intangible heritage, contact the authoritative institutions or well-known inheritors, and comment on our video. On the big platform of Weibo, let others notice as much as possible and learn about our intangible heritage in Wuxi. In addition, we also organize offline activities. For example, invite a group of people to learn how to make a clay figurine since it would help them know more about the figurine.

| The Alternative Platforms

Before deciding to advertise on Weibo, we considered today the two platforms of bilibili and Douyin. However, the bilibili homepage recommends more entertainment parts such as anime and so on. After posting the video on bilibili, it may not be seen. In addition, there are many resources and collections of professional records on bilibili. When people search for intangible heritage, they will naturally choose these more complete and high-volume videos to watch. Douyin faces a much smaller group of people. When people are pursuing short-term visual impact, it is difficult to have the patience and interest to see the propaganda of the intangible heritage. However, Weibo is different from the two. It faces more and wider people, attracts more people's attention, and even the whole society obtains real-time information on Weibo. Therefore, Weibo is more likely to promote our intangible heritage videos.

| The Criteria to Evaluate

Our topic is the protection and inheritance of intangible cultural heritage and our major research object is the Huishan clay figurine. After discussion, we choose to propagate our project through microblog. Here are the reasons for choosing the approach.

1. publicity: Our group is going to interview a few of local craftsmen and also visit the museum to have a better understanding of the history and the current condition of inheritance. Then we will edit the interview video and make it more logical. Finally, by conducting well-known bloggers, we can contribute the video to them. After releasing the video, more and more people will notice and watch our video and have a better understanding of the Huishan clay figurine. Besides, by commenting and retransmitting our video, the influence can be further expanded. In contrast, if we put the video on bilibili, there maybe only a few people watching our video.

2. the combination of text and video: By putting our video on microblog, people will not only focus on our study but also pay attention to our explanation. However, if we put the video on some video playback software, people may only notice our video itself and ignore the context.

| The Rating Sheet

Through the previous discussion, we have came up with the following platforms: the microblog, the bilibili, Wechat mini program, China intangible cultural heritage network. Our main consideration in determining the final platform are the popularity, the effect of propagating, technical matters and the combination of video and context.

1. microblog: Advantage : This approach is very easy to carry out and it needs little technical support, also, it is easy to achieve good effect since weibo has nearly 400 million users ----one of the largest on social media platforms. The impact of a blogger with thousands fans is very big. Besides, while posting the video, we will also accompany a carefully-edited article to help people get a better understanding of our project. Weibo is no doubt a good choice.

Disadvantage: How to persuade an influential micro-blogger to accept your contribution and help you propagate is a little bit difficult. But I do not think it is a big problem if our work is wonderful.

2. Bilibili: Advantage: The number of active users of bilibili is about 150 million.

Disadvantage: As far as I know, the influential users in bilibili are usually game bloggers or vlog bloggers. Video of subjects like intangible cultural heritage maybe rarely seen by audience.

3. Wechat mini program: Advantage: It is a very novel way to help people learn the Huishan clay figurine by making a little game in the mini program. Disadvantage: This approach takes too much time and we are not able to invent such application.

4.China intangible cultural heritage network :Though this platform is the most suitable one for propagating our subject, but only heritage lovers may visit the website and the impact is very small.

Set the Agenda

| Set the Agenda

1. choose a topic (November 15th)

We finally chose Huishan clay figuration and intangible cultural heritage as our topic.

2. think about the sub-topics: (November 25th)

(1)basic information about the clay figuration---- its history, how it developed, how to make the figuration and what situation it is in now.(December 15th)

We have already known some information.

(2)why people now pay less attention to it----from social lens, economic lens and cultural lens. (December 15th)

We have discussed this online and had the answer.

(3)who should we publicize the clay figuration to and why----think about the different age group. (December 15th)

We have discussed and had the answer.(young people)

(4)how can we publicize the clay figuration to this people----thick about what kind of media they pay most attention to, what kind of work do they like. (December 28th)

Already discussed. (microblog, short video& article)

(5)what should we include in the video and article----focus on the protection and to inform young people of this traditional art form(December 28th)

Already discussed. (interview the craftsman, the problem they faces, significance of protecting it)

(6) interview and recording (February 15th, but now delayed)

Delayed because of the coronavirus

(7)edit the video (March 12th)

(8)write the paper (March 12th)

3. divide the work into different part (December 15th)

We finally had a meeting and we gave each person some work from the list above: searching basic information, interviewing, making a video, writing paper, revising the paper.

Design the Packages

 [_package design](#)

Create and Track the Impact

| The Execution Plan

1. choose a topic (November 15th)

We choose Huishan clay figuration and intangible cultural heritage as our topic.

3. divide the work into different part (December 15th)

We will have a meeting and we gave each person some work from the list above: searching basic information, interviewing, making a video, writing paper, revising the paper.

2. think about the sub-topics: (November 25th)

4. Put our plan into action.

(1)Collect basic information about the clay figuration---- its history, how it developed, how to make the figuration and what situation it is in now.(December 15th)

We will find some basic information about clay figuration.

(2)Find why people now pay less attention to it----from social lens, economic lens and cultural lens. (December 15th)

We will discuss this and try to find the answer.

(3)who should we publicize the clay figuration to and why----think about the different age group. (December 15th)

We will discuss and figure out who will be our audience.

(4)how can we publicize the clay figuration to this people----thick about what kind of media they pay most attention to, what kind of work do they like. (December 28th)

We will try to figure out a platform which can bring the most impact.

(5)what should we include in the video and article----focus on the protection and to inform young people of this traditional art form(December 28th)

We will discuss how to make our video.

(6) interview and recording (February 15th, but now delayed)

We will go to Huishan Ancient Town and interview some craft man and shopkeepers of Huishan clay figuration. Also, we will interview some passer-by about their opinion towards the clay figuration.

(7)edit the video (April 1th)

We will make a video based on our interview.

(8)Post the video online

We need to post our video online, publicizing it to our classmates, family, relatives.

We will try to maximize our impact.

| **Impact Statistics**

We posted the video into website and official account of wechat. Over 4000 people read our passage through wechat and over 5000 people have watched our video. Also, we made questionnaire and sent them to our classmates.

| **Collect Feedback**

Some of my classmates thinks the video we shoot was good and they also gave us valuble suggestions of how to improve the publicity. Some people commented under the website and praised our work.

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

We think the most successful part of our project is the interview and video we made. At first, we thought it was really hard for us to find someone willing to accept our interview, but actually there are many kind and enthusiastic people. We think this video is really effective to make an impact since nowadays the Internet is the most quick way to spread information. Once put the video online, numerous people all over the world have the access to the video. We can introduce the traditional Chinese art, Huishan clay figuration, to not only Chinese people but also people with different nationalities. Only when more and more people get to know something about Huishan clay figuration can we protect it successfully. Only when more people are willing to study the procedure of making a clay figuration can the traditional art form been inherited to the next generation rather than disappear forever.

| What to Improve

At first, we thought we could finish making the video at an earlier time, but due to the coronavirus, we failed. When we could get outside an interview others, the deadline is impending. Therefore, we could not make the video as wonderful as we assumed. That is a great pity. Next time when we do a project, we think it is better for us to think about some alternatives to prevent something unexpected and inevitable.

| Summarize Learnings

1. How to cooperate with other people

At first, we are not familiar with each other and cannot work together efficiently. However, during the whole project, we try our best to cooperate and finally improve our ability to work with other people.

2. Communication skills

At first, we are afraid to go outside and interview others since we are a little bit shy. After the project, we find that most people are really friendly and are willing to offer us help. Thus, the next time we do a project, we will not feel nervous talking with strangers.

3. Knowledge about traditional art

In fact when we decided to do this project, we did not know a lot about Huishan clay figuration. In order to do a better job, we read a lot of sources related to Wuxi Huishan clay figuration and increased our knowledge.

Team Credits

Zhou Keyu is our team leader. She is responsible for the general organization and video making.

Qian Yiling is responsible for interviewing and making the video.

Yuan Xiaohan is responsible for collecting basic information about Huishan clay figuration and making final summary.

Deng Jialing is responsible for finding a proper platform to show our video.

Zhu Yunyi is responsible for finding our audience.

Judge Comments

" You have an interesting topic and one that people can relate to. It is important to maintain cultural traditions. I think we all inherently understand that. You found a local tradition important to the people around you, which is a great idea. But you need to do a better job of explaining why this project should matter to teenagers. What happens if the traditions die? What would the impact be? And how do you know the tradition is being forgotten? More clearly answering why would be helpful here. Your audience is one of convenience, but you explain well why you want to reach teenagers. I wonder if you' d want to target a younger audience, as well. You mentioned a good mix of online and offline platforms. What a great idea to invite people to make the clay figurines. The online platforms you chose make sense considering your audience. But be sure you target your messaging appropriately for the platform you choose. Good idea to try to reach social media influencers. Your timeline is well-conceived, but it would' ve helped to back up some elements, like how you plan to publicize your work and starting the writing and pre-production on your video. You did not include any of your finished materials, so I couldn' t see the work you did. Your tracking numbers seem solid, but are they? What was the goal? And what did the questionnaire entail? What was your response rate? And did you think about how you would track and assess whether people reported a renewed or greater appreciation for cultural heritage and clay figurines? I appreciated the candor in your reflection. There' s not much you can do when a pandemic hits. There' s no planning for that, so how you pivot is key. You could use web conferencing technology to record interviews or simply use audio recordings. Maybe people could submit footage or photos for you to use in the video, as well. "