COMMUNICATION THE CULTURAL HERITAGE OF LI ETHNIC GROUP'S UNDER THE BACKGROUND OF MEDIA CONVERGENCE

Li Shiyou[1], Dr. Nisakorn Yindeechan[2]

[1]*Department of Communication Innovation Management, Faculty of Communication Arts,*
Rambhai Barni Rajabhat University
Corresponding author Email: zaramander2540@gmail.com
[2]*Lecturer, Faculty of Communication Arts, Rambhai Barni Rajabhat University*

Abstract

This research aimed to study the communication and cultural heritage awareness behavior of the Li ethnic group in a melting pot context. The research utilized a mixed-methods approach, using questionnaires to collect data from a sample of 400 people and in-depth interviews with 5 key informants in 5 major departments in Dongfang City. The sample size was calculated using Taro Yamane's formula based on the population proportion. The statistics used to analyze the data were frequency distribution, percentage, mean, and standard deviation. Research has found that communicating the cultural heritage of the Li people uses a combination of traditional and modern media. Young people are more likely to use digital media than other age groups. Multimedia storytelling enhances interest and stimulates learning, communication approaches should be designed to be contemporary while maintaining cultural identity. Community participation in the production and dissemination of cultural heritage media should be promoted. Government and private agencies should support the production of cultural media and integrate it with education and public policy.

Keywords: *Communication, Cultural heritage*

Introduction

The protection, preservation and dissemination of intangible cultural heritage (ICH) have become a crucial issue of widespread global concern, with both developed countries in the West and developing countries in the Third World attaching great importance to this issue. In October 2003, the 32nd General Conference of UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage. The purpose of this Convention is to promote the effective protection, preservation and transmission of intangible cultural heritage worldwide (UNESCO, 2009).

The communication of the cultural heritage of the Li people in the context of integrated media aims to study and develop communication approaches that can effectively convey the cultural values of the Li people to contemporary society. Create awareness and pride in the identity of ethnic groups, as well as

promote community participation in the sustainable conservation and transmission of cultural heritage. The Li ethnic group is an ethnic group whose main residence is in Hainan Province, China. They have a unique culture, including language, dress, rituals, beliefs, folk music, and local wisdom.

Communicating the cultural heritage of the Li ethnic group may face challenges such as loss of knowledge, lack of appropriate media strategies to preserve and disseminate the heritage, lack of youth participation and inheritance from the next generation. This creates the need to develop communication strategies that can effectively connect traditional culture with modern technology. Although there are efforts to use digital media to spread the culture of the Korean people, Communication that is inconsistent with the target audience's cognitive behavior may result in these cultural heritages being inaccessible and ultimately lost. (National Bureau of Statistics of China, 2021)

In an era of rapid technological and communication transformation, media convergence has played a crucial role in changing the way people around the world perceive and transmit information. The integration of traditional media such as television, radio and newspapers with new media such as digital media, websites, social media and applications, which allows for two-way communication. With audience participation and the creation of more diverse content, preserving and promoting cultural heritage through the use of media is an important channel for transmitting this knowledge to diverse target groups. Communicating the cultural heritage of the Li people in the context of integrated media to obtain guidelines for communicating the cultural heritage of the Li people to contemporary society effectively. Create awareness and pride in the identity of ethnic groups, as well as promote community participation in the sustainable conservation and transmission of cultural heritage.

Research Objectives

1. To study the context of communication of the cultural heritage of the Li people in the context of integrated media.

2. To derive guidelines for communication conservation of the cultural heritage of the Li people in the context of integrated media.

Literature Review

Concepts and Theories about Communication

Key components of communication are the main components of communication include audience analysis, setting communication objectives, content design, channel selection, timing and scheduling, budgeting and resource allocation, and evaluating effectiveness with adjustments based on feedback. Communication Process. The communication process is a dynamic operation in which cultural messages are transmitted from the source (sender) through media networks (media) to the target audience (receiver), with the expectation of generating social impact. This process encompasses not only message transmission but also cultural encoding, decoding, and feedback. In this process, the mechanisms of encoding and decoding are equally important. Using the case of communicating the cultural heritage of the Li ethnic group

as an example: Cultural encoding refers to the way in which content creators transform cultural knowledge into media formats suitable for communication such as cultural documentaries, social media content, or digital education curricula. Decoding refers to how the audience interprets and constructs cultural meaning. For instance, younger generations who are descendants of the Li people can access and understand this information and choose appropriate media formats to communicate the cultural heritage of the Li ethnic group (Wang. Yuqi., & Mehmani. A., 2023)

Concepts and Theories about Cultural Heritage

Fangdong City, Hainan Province, is a rich and diverse repository of the intangible cultural heritage of the Li ethnic group. These heritages represent historical memory, intellectual achievements, and the unique ethnic spirit of the Li people. However, amid the rapid development of modern society, the transmission and dissemination of the Li people's cultural heritage are facing numerous challenges. (UNESCO, 2003) defines intangible cultural heritage as non-material cultural elements such as language, rituals, beliefs, and local wisdom, which play a vital role in shaping the identity of ethnic groups. Preserving this knowledge requires effective communication and active community participation. The Li people, an ethnic group primarily residing in Hainan Province, China, possess a distinctive culture reflected in their folk rituals, music, traditional attire, and language all of which are components of intangible cultural heritage. Nevertheless, social and technological changes have led to a decline in the transmission of this knowledge, highlighting the urgent need to develop sustainable communication strategies for its preservation (Xinhua News Agency, 2024)

Concepts and Theories about Fusion Media

Media Convergence refers to the deep integration of traditional and new media in terms of technology, content, channels, and markets. This concept emphasizes the blurring boundaries between different forms of media. Traditional media such as newspapers, television, and radio are merging with new media technologies like the internet and mobile communication, resulting in cross-platform and cross-media communication formats. At the core of media convergence is the use of digital technology to promote content dissemination across multiple platforms and foster interaction, thereby enhancing user engagement. This transformation not only changes how information is produced, distributed, and consumed, but also redefines the media landscape (Charinya Tumahaew, 2023) In the era of media convergence, the way audiences receive information about intangible cultural heritage has changed significantly. The rapid development of internet technology, especially the widespread use of mobile internet has liberated audiences from the one-way communication model of traditional media. Instead, they now access and learn about cultural heritage through new media channels such as social media, mobile applications, and online videos, in more interactive and engaging ways. According to the 53rd Statistical Report on Internet Development in China by CNNIC as of December 2023, the number of internet users in China reached 1.092 billion, of which 1.091 billion accessed the internet via mobile phones accounting for

99.9% of all internet users (China Internet Network Information Center, 2024) This data highlights that mobile internet has become a crucial platform for disseminating intangible cultural heritage.

Conceptual Framework

Research Framework: Communicating the Cultural Heritage of the Li Ethnic Group in the Context of Media Convergence. This research framework involves studying relevant concepts and theories, literature, documents, textbooks, and other sources to establish a foundation for analysis. It aims to explore the relationships between variables related to the cultural heritage of the Li ethnic group including customs, language, traditions, music, dance, handicrafts, and lifestyle and the methods of communicating this heritage. The study focuses on content presentation, media channel selection, and dissemination through convergent media. This includes both traditional media such as newspapers, television, and radio and new media such as online platforms, short videos, mobile applications, and special events. The goal is to formulate comprehensive communication strategies for the cultural heritage of the Li ethnic group that align with the behaviors and preferences of diverse audience groups in the era of media convergence.

Research Methodology

Research on Communicating the Cultural Heritage of the Li Ethnic Group in the Context of Media Convergence. This study employs a mixed-methods research approach, combining both quantitative and qualitative methodologies. The research process involves a comprehensive review of relevant literature, including theories, concepts, and content from academic documents, textbooks, journals, and scholarly articles related to the communication of cultural heritage particularly in the context of media convergence.

Quantitative Research the quantitative component focuses on a sample group consisting of representatives of the Li ethnic group who use platforms and applications to access cultural heritage information. The sample size was calculated using Taro Yamane's formula, based on a population of 468,100 people, resulting in a sample size of 399.99. Therefore, the researcher determined a sample size of 400 participants. The research instrument was a questionnaire comprising both closed-ended and open-ended questions, using a five-point Likert scale. The questionnaire underwent content validity verification by three experts and achieved a reliability coefficient of 0.82. Data collection was conducted through direct distribution and retrieval of questionnaires, with completeness checks prior to statistical analysis. The statistical methods used included percentage, mean, and standard deviation.

Qualitative Research, the qualitative component involves in-depth interviews with key informants who are stakeholders in the communication of cultural heritage. These included representatives from five major government and private sector agencies, with one informant selected from each agency through purposive sampling. The research instrument was a semi-structured interview guide, validated by experts for content accuracy. Data collection was carried out through scheduled appointments and field interviews. Triangulation was used to ensure data credibility. The findings were analyzed and synthesized to address

the research questions and formulate strategic guidelines for communicating the cultural heritage of the Li ethnic group within the context of media convergence.

Research Results

Research Findings: The study revealed that the majority of respondents received cultural information primarily through special events, followed by short videos and online platforms, which were rated at a high level of engagement. Media channels with moderate levels of reception included radio, mobile applications, television, and newspapers. Regarding cultural content formats, the most well-received were those that reflect pride in cultural ownership, followed by formats that emphasize the value and benefits of culture. Content formats rated at a moderate level included those that use concise language, raise awareness and understanding, present engaging narratives, promote participation, and provide knowledge about rights and responsibilities in cultural preservation, respectively. Formats featuring modern and attention-grabbing information received the lowest level of engagement.

Key Strategies for Communicating the Cultural Heritage of the Li Ethnic Group in the Context of Media Convergence

1.Design and present content in a contemporary format while preserving the cultural identity of the Li ethnic group. This includes showcasing elements such as language, traditional attire, music, and rituals, and applying storytelling techniques that connect the past with the present to foster understanding and emotional engagement.

2. Promote community participation in media production and dissemination. Media should be used as a tool to build networks and instill pride in one's cultural heritage, encouraging the exchange of content and experiences.

3.Develop interactive applications or websites that compile cultural information. Technology should be leveraged to create immersive learning experiences, such as virtual exhibitions or online festivals that allow audiences to actively engage.

4. Encourage government and private sector support for the production and dissemination of cultural media. This includes integrating cultural content into educational systems and public policy, developing Li cultural materials as learning resources in schools and universities, and establishing systems to evaluate the impact of media on cultural learning and transmission.

Conclusion

Guidelines for Communicating the Cultural Heritage of the Li Ethnic Group in the Context of Media Convergence. Communication strategies should focus on empowering younger generations to effectively use new media and creatively develop modern content formats that integrate traditional cultural identity worth preserving. The presentation should be appropriate, using clear and engaging language to attract attention and facilitate adaptation of communication approaches that align with media consumption behaviors. These strategies should be contemporary yet culturally resonant with local communities in

similar contexts. Additionally, mechanisms to motivate and instill awareness of cultural preservation and transmission should be established. Enhancing collaboration among stakeholders including government, private sectors, and the public is essential through fair communication and benefit-sharing systems. Policies and incentive measures should be implemented to promote cooperation and exchange. A systematic evaluation framework with clear indicators should be developed to assess the effectiveness of cultural heritage dissemination. This includes comprehensive studies of both senders and receivers of information. Government and private sectors should support funding for cultural media production and dissemination, provide training for youth, and organize community engagement activities to foster cultural preservation. Creating online platforms to share cultural content with the public will help refine communication strategies and serve as a model for future cultural heritage projects.

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