

Original Paper

External Publicity of Sanxingdui Culture in the 5G Era

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Abstract

Sanxingdui, the symbol of ancient Shu civilization, has been known to the world since the end of 1920s, which has gone through nearly 100 years of archaeological exploration and excavation. Its discovery completed the historical blank of Bashu urban civilization (about 770BC—316BC) as well as displayed the unique artistic world and cultural psychology of ancient Bashu people. Based on the magnificent history and remarkable depth of Chinese civilization, Sanxingdui culture has initiated the journey of cultural publicity since the 1990s. With the development of science and technology, arrival of the 5G era and new media, the publicity of Sanxingdui culture further reached the world. This paper briefly organizes the course and present situation of Sanxingdui culture's publicity toward the world, and analyzes the boosting forces of Sanxingdui culture's external publicity in the new era. Sanxingdui's cultural publicity will be based on cultural IP, striving to comply with the communication characteristics and laws of the 5G era, and enriching the information service forms, so as to better promote its culture to the world.

Keywords

Sanxingdui, 5G Technology, Culture Publicity, Chinese Civilization

1. The History and Present Situation of Sanxingdui Culture

1.1 Brief Introduction of Sanxingdui Culture

Sanxingdui, a splendid chapter of Chinese culture history as well as a symbol of ancient Shu civilization (about 770BC—316BC) whose extensive and profound culture involves a wide range of contents. Sanxingdui Cultural Site is located in Guanghan, Sichuan Province. In the spring of 1929, Yan Daocheng, a farmer from Guanghan, Sichuan Province, discovered a large jade concentrated area while digging a canal in the farm with his son Yan Qing, which unexpectedly unveiled the prelude to Sanxingdui archaeological excavation and unearthed numerous cultural relics with great historical,

cultural and artistic ornamental value, such as bronze giant figures, bronze masks and bronze sacred trees.

The rich cultural remains of Sanxingdui site fills the gaps of vital cultural relics in the evolution sequence of Chinese civilization, which is of great value to explore the evolution process of early human political organization and social form. Its excavation not only brings people splendid Sanxingdui culture, but also witnesses the continuous development of the pluralistic integration of Chinese civilization in the mutual influence (Note 1), archaeologists have excavated six sacrificial pits (K3, K4, K5, K6, K7, K8) newly discovered in Sanxingdui. By June 2022, 77 bronzes, 120 jade tools, 44 gold wares, 678 ivory roots (segments) and 46 ivory carving scraps had been cleared and organized. Sanxingdui culture brings together the metropolitan cultures of different economic times represented by early Su dynasties: Can Cong (about 4800—4000 years ago), Baiguan (about 4000—3600 years ago), Yufu (about 3600—3200 years ago), Du Yu (about 3200—2600 years ago) and Kaiming (about 666BC—316BC), and provides a typical identification system of the cultural characteristics of the ancient Shu city-state. With the deepening of archaeological excavation, the other hidden cultural secrets of Sanxingdui will be unveiled, which will give us a more comprehensive understanding of Chinese civilization which not only relates to the exploration of the historical context of the origin and development of Chinese civilization but also regards the cultural self-confidence and historical subjectivity of the Chinese nation.

1.2 Development of the Eternal Publicity of Sanxingdui Culture

1.2.1 Earlier External Publicity of Sanxingdui Culture

From 1993 to 2019, the cultural relics department of Sichuan Province, with the support of the relevant state departments, has organized more than 50 Sanxingdui relics exhibitions at home and abroad, including 21 overseas and 33 domestic exhibitions, covering five continents, which was as popular as the Terracotta Warriors exhibitions.

At the end of the 20th century, the cultural relics of Sanxingdui were exhibited in the Forbidden City in Beijing in 1987 as a national exhibition of outstanding discoveries, and satisfying results were achieved. In 1995, Sanxingdui Museum officially started an external publicity tour, and some of its treasures were organized by the China Cultural Relics Exchange Center to travel to Europe for two years with the theme of Man and God. From 1995 to 2000, Sanxingdui cultural relics has been exhibited in the United States, Germany, Switzerland, Britain, Denmark and other European countries and Japan, attracting many tourists and exposing many foreigners to China's excellent and mysterious ancient culture.

In the early 21st century, Sanxingdui cultural relics were bought back to China in September 2000, and after a short "rest" in its hometown, it went on exhibiting in Australia, the United States, Italy and other countries. During this period, Sanxingdui Museum also attracted nearly 50 overseas Chinese media and 9 countries including Thailand, Philippines, Malaysia, Cambodia, Indonesia and Myanmar to experience the ancient Shu civilization. From 2019, The World of God and Man-Special Exhibition of

Ancient Civilization in Sichuan has been exhibited in other places such as Italy, and will continue to be promoted all over the world. (Note 2)

1.2.2 Recent External Publicity of Sanxingdui Culture

The theme activity of Walking into Sanxingdui to Understand Chinese Civilization and the activity of Sanxingdui Treasure Counting Live Broadcast carried out by the Central Radio and Television General Station were broadcast live to the whole world through CCTV and CCTV overseas social platforms, and were posted on the homepages of CNN, The Wall Street Journal, The New York Times, Malaysian Oriental Daily and other media websites. The number of live broadcasts reached 65 million, and the cumulative number of views exceeded 100 million. The related topic network stayed at top of the hot search list, and the whole network published nearly 100,000 graphic and video information. In addition, overseas media and archaeologists and scholars at home and abroad have also actively participated in the exploration of Sanxingdui culture, and evaluated that it is an unprecedented activity to promote China culture to the world with such rich activities and novel forms. At the same time, many overseas media such as Italian Ansa, Polish TV, Sputnik News Agency & Radio, Indonesian SUARA.com, Tin247.COM, and Kyodo News paid attention to the excavation activities of Sanxingdui. Hong Kong media such as Rudong.com, Ming Pao and Wenhui Network followed up the excavation of Sanxingdui site with objective reports or directly reprinted reports from the central media, with a total page view of over 50 million.

Overseas media published a total of 843 reports, covering 200 million people, which attracted enthusiastic attention on WeChat, Tik Tok, Aauto Quicker, Facebook, Twitter and other platforms. Sanxingdui's Internationalized Expression of China's Traditional Culture — Hero with Golden Mask (Note 3) is on the cover of Animation Magazine, the authoritative magazine in the world animation industry. It won the nomination award of Top Ten Cases of China's International Communication in 2020 issued by the 2020 National International Publicity Cooperation Conference sponsored by China Foreign Languages Bureau. On TikTok, the number of topics played by Sanxingdui has exceeded 20 million. Only five days after the related video was released, the broadcast volume exceeded 2.4 million. Under the topic of TikTok#sanxingdui, a video shared from Sanxingdui Museum recorded a cultural relic restorer spent 10 years restoring a bronze portrait of Sanxingdui, which was highly praised, by August 2021, this video had been praised more than 100,000 times.

Sanxingdui has been closely concerned both at home and abroad for its mysterious color. In terms of cultural publicity, based on its own characteristics, Sanxingdui external publicity has achieved great results by combining 5G technology, using new media technology and combining traditional methods to spread widely in a way that international viewers are willing to accept. As a result, the publicity of Sanxingdui Culture Enchantment has only increased in more and more countries and people have learned about its connotation and the process of Sanxingdui excavation, greatly enhancing the international influence and popularity of China's traditional culture.

2. The Impetus of Sanxingdui's External Publicity in the New Era

2.1 National Strategy and Government Support

Cultural publicity is the expansion of external publicity in the new era when both the political and cultural connotation interrelated and influenced. In contemporary administrative theory and practice, government, as an important part in the field of public administration, reveals the evolution trend of government functions and roles and significantly enhanced global influence.

For the external publicity of culture, government mainly focuses on the financial and technical support to provide and encourage the diversification of cultural communication methods. In response to the cultural communication of Sanxingdui, the Chinese government has carried out all-round and multi-level cultural demonstrations regarding Sanxingdui's archaeological achievements through publishing, filming, documentaries and cultural and creative products. The government should strive to be a "promising government" and provide many positive measures including industrial integration, policy support and copyright protection according to the development characteristics of cultural industries.

2.2 Development of 5G Technology

2.2.1 Advantages of 5G Technology

5G technology can influence the conventional research methods and dimensions of media transformation, aiding multi-terminals in cooperating and coordinating, using data and algorithms as engines, and connect high-speed networks to achieve integrated and accurate communication, so as to promote the comprehensive coverage of integrated media information to every corner and group of society so as to realize full-effect and full-time communication. At the same time, the speeding up of 5G Internet access rate greatly enhances the possibility of 4K/8K video and panoramic live broadcast, and video stream will become the main information expression form, which makes the online live broadcast of Sanxingdui get a qualitative leap. Moreover, 5G technology will provide more ways for the media. By integrating diversified media information and relying on AR, VR and other technologies, the media will be transformed from flat and passive to panoramic, participatory and multi-sensory immersion. It also allows users to get an immersive experience through the integrated virtual environment of sight, hearing and touch, which enables people to better understand the true meaning of Sanxingdui cultural relics.

2.2.2 5G Technology Puts Impetus to External Publicity

Driven by 5G technology, artificial intelligence technology will assist the development of the media industry. Digitalization has a far-reaching impact upon various media segments. At the same time, behind the intelligent changes in media production methods and production relations, there are a series of intricate value chains, related networks and social ecological evolution around the world. Sanxingdui's cultural publicity presented nearly 100 Sanxingdui cultural relics with aid of a number of cutting-edge technologies such as AI, combined with creative interactive gameplay, and brings an immersive experience of Chinese civilization exploration journey to the public with digital technology,

allowing the public to visit exhibitions, get a knowledge of cultural relics, experiencing the charm of Chinese excellent traditional culture at a closer range, and relive traditional culture in the digital innovation and inheritance.

2.3 Self-construction of Museums

2.3.1 Collection and Comprehensive Research of Archaeological Excavation Results

Adhering to the concept of open research, Sanxingdui culture will rely on Sichuan University to establish the Ancient Shu Civilization Research Center, and strengthen the collation and comprehensive research of archaeological excavations so as to implement Sanxingdui's multidisciplinary scientific and technological and international research plans, and cooperate with well-known universities such as Peking University and China Academy of Social Sciences to further explain Sanxingdui's cultural connotation. As a Chinese cultural card, Sanxingdui maintains its comprehensive value and lasting influence in external communication. In the view of Sichuan University professors, to tell the story of Sanxingdui culture well, they need to base themselves on the global scope, networked and information-based communication ecology and embracing new contexts. Sanxingdui's external communication is a continuous process, and "culture+", "network+" and "story+" are combined strategies: to form a diverse community of opinion leaders in Sanxingdui requires a further spread of Sanxingdui culture by interacting with Sanxingdui in active communication and discussing the history and culture of China.

2.3.2 Protection of Intellectual Property Rights

On the occasion of World Intellectual Property Day, Sanxingdui Museum officially launched the collection of digital cultural creations, so as to strengthen the protection and utilization of intellectual property rights in Sanxingdui. "In the future, Sanxingdui will further create its digital cultural creation expanding its space authorization and collect more excellent schemes, so that Sanxingdui's cultural relics and culture can be better spread in the form of digital cultural creation products." According to the news from Sanxingdui Wenlv Company, "digital cultural and creative products" refers to digital products in the form of video, audio, images and 3D models based on cultural relics or culture, which are encrypted by NFT (non-homogeneous token) to form a "digital certificate", and then stored on the Internet platform based on blockchain technology, finally forming an indelible digital art products. Sanxingdui Museum used activities to introduce the new results of archaeological excavations in Sanxingdui to the world, and at the same time present the wonderful experience of immersive night tour of Sanxingdui. This cultural feast that integrates academic, ideological, ornamental and interesting aspects has played a positive role in enhancing exchanges and mutual learning between Chinese and foreign civilizations.

2.3.3 Application for the List of World Heritage

With Sanxingdui Cultural Site as the core, Sanxingdui National Archaeological Site Park is planned to be built. In accordance with the standards of world cultural heritage, Sanxingdui Museum will strengthen the protection of important relics of Sanxingdui cultural sites. Accelerate the preparation of

inscription documents and heritage protection management plans, and strive to meet the requirements for world cultural heritage application within five years. On December 18, 2021, the Sanxingdui Site and Jinsha Site Joint Application for World Cultural Heritage Promotion Meeting was held in Guanghan, Sichuan, where took a the special report of the Sanxingdui Site Management Committee on the application of Sanxingdui Site, and the participating leaders and experts fully affirmed the preliminary application work of Sanxingdui Site, and studied and judged the current situation of Sanxingdui Site application, and relevant government departments discussed how to link up and down and cohesively to comprehensively promote the Sanxingdui Site application process. At the meeting, the Sanxingdui Site Management Committee and the Jinsha Site Museum signed the Sanxingdui Site and Jinsha Site Joint Application Cooperation Agreement, and the two sides will comprehensively cooperate in heritage declaration and research, display and exhibition, publicity and promotion.

2.3.4 Focus on International Cooperation

Adhere to the linkage of internal publicity and external publicity, so that the popularity of Sanxingdui kept increasing, and continued to “dominate the screen”; Sanxingdui Museum will cooperate with major well-known museums in China to hold a series of special exhibitions on the road then implement the Sanxingdui brand global promotion plan, carrying out brand global marketing, and shape Sanxingdui’s world-class IP. Sanxingdui Cultural International Communication Symposium was held at the Sichuan Academy of Social Sciences in Chengdu. The participating experts further discussed the significance of the latest archaeological discoveries of Sanxingdui to the international dissemination of Sanxingdui culture, and how to apply the latest communication theory to the communication practice of Chinese culture represented by Sanxingdui. Comprehensively promote the establishment of Sanxingdui National 5A-level tourist scenic spots, and build the site museum into a museum cluster integrating cultural relics exhibition halls, research centers, cultural and creative centers, etc. It needs to introduce social capital to cooperate in the construction of Sanxingdui Cultural Industrial Park and create a large-scale ancient Shu civilization-themed tourism area.

2.4 Promotion of the Media and the Public

The main body of cultural publicity is the sender of cultural publicity information content, and plays a decisive role in the dissemination of cultural publicity. In the past, due to the limitation of communication means, the main body of cultural publicity was mainly the government that performed management functions on behalf of the state, but in recent years, with the development of science and technology, the network has become the main way of global information dissemination and exchange. The rapid development of new media has accelerated cultural dissemination. In addition to government-led cultural publicity promotion, major online platforms and public accounts have gradually become the main force of cultural external publicity. The composition of cultural publicity has formed a situation led by the government, with network platforms, major enterprises and individuals developing together. In the 5G era, the public is more inclined to receive information through mobile phone for short video is the general trend. The pace of life of contemporary people is

getting faster and faster, there is not enough time to watch a news or a movie, for short videos saving time and containing essence, undoubtedly became the prime choice of most people. Sanxingdui officials released publicity posters and videos on the whole network, which attracted national and even international attention, and many foreign bloggers also promoted Sanxingdui culture and cultural publicity in the local area.

3. Goals and Strategies of External Publicity of Sanxingdui Culture in the 5G Era

3.1 Goals of External Publicity of Sanxingdui Culture in the 5G Era

The development of cultural external publicity pattern is the strategic goal of China's cultural external publicity in the new stage, and the construction of a new pattern of cultural external publicity involves both the tactical and strategic levels, which requires both the institutional conditions, human resource conditions, and material foundation conditions required for the development of various undertakings in general, and at the same time requires macro planning and layout. Since the 16th National Congress of the Communist Party of China, China's foreign publicity work has adhered to the principle of being close to the reality of the development of China and the world, to the needs of international audiences for Chinese information, and to the thinking and acceptance habits of foreign audiences, expanding the content field, improving methods, means, systems and mechanisms, and strive to create a new pattern of large-scale external publicity.

3.2 Strategies of External Publicity of Sanxingdui Culture in the 5G Era

3.2.1 5G Technology Drives Publicity

As a next-generation mobile communication technology, 5G network will provide users with ultra-high access rates, which can simultaneously meet the communication requirements of large bandwidth, massive access, low latency and high reliability, not only support the ultimate experience level of VR video transmission, but also meet the needs of a large number of users to watch 1Gbps VR video content at the same time. 5G technology injects new impetus into the museum, VR technology and cultural relics are combined to create an immersive visiting experience for tourists, for some force majeure factors. For example, under the influence of the global epidemic, many people who cannot come to the scene, and can watch cultural relics through electronic devices, based on 5G technology to integrate relevant cultural relics data, and understand the relevant background. It can establish an online cultural experience area, where people from all over the world can virtually visit the Sanxingdui Museum through VR glasses at home, having a look at Sanxingdui cultural relics, and travel to the ancient Shu country to experience the Sanxingdui culture.

3.2.2 Cultural and Creative Products Promotes Publicity

3.2.2.1 The Background of the Rise of Cultural and Creative Products

Affected by global pandemic, online shopping has become the main way for people to buy items. The continuous development of 5G technology has accelerated the continuous innovation of cultural products, promoted the emergence of the "Internet + cultural artworks" business model, and consumers

have begun to pursue the value and spiritual satisfaction of products. So as to promote the continuous innovation of enterprises to meet the diverse consumption needs of consumers, and develop personalized products that vary from person to person, time to time, and place to place. Cultural products themselves are relatively monotonous thus in the past people may buy some as souvenirs, but now, only by combining personalization with cultural products to produce unique cultural and creative products can the market be competitive.

3.2.2.2 Various Cultural and Creative Products of Sanxingdui Culture

Cultural and creative souvenirs: Sanxingdui Museum's existing souvenirs involve bronze, alloy, wood, porcelain and textiles, etc., mainly representative bronze imitations, bronze high imitations meet the tourists' desire to collect. Bronze replicas are highly sought after in international cultural exchange events as high-end gifts and become the museum's best publicity material. At present, there are some daily Sanxingdui souvenirs, such as bottle openers, bookmarks, nail clippers and other light and economical products with Sanxingdui cultural symbol characteristics, taking into account practicality and commemoration, which inject fresh blood into the development of Sanxingdui tourist souvenirs. The using of low-carbon and environmentally friendly materials, focusing on the craftsmanship level of souvenirs made most foreign audiences tend to be environmentally friendly and low-carbon life. As a physical commodity, tourist souvenirs have certain physical characteristics such as shape, color and material. (Note 4)

Game animation design: At the same time, games based on Sanxingdui elements have also appeared, vividly reflecting the characteristics of Sanxingdui. For the further development of cultural and creative products, relevant enterprises should combine the principle of combining practicality and exquisite to improve product quality. Combined with the needs of different groups of people, further broaden the scope of cultural and creative products. Design Sanxingdui animation, develop Sanxingdui games, and integrate Sanxingdui elements into daily life. Such as "furniture, accessories, daily necessities".

3.2.3 Specific Suggestions

3.2.3.1 Expand Existing Forms of External Publicity

Sanxingdui Culture Global Promotion Strategic Cooperation contains nine major projects: "Look at China, Foreign Youth Video Project" aims to shoot short documentaries of Chinese culture through the unique perspective of foreign youth, and has become a brand project to highlight the charm of China and spread Chinese culture. On this basis, we can combine Sanxingdui culture with the cultures of various countries, launching the "Sanxingdui Co-branded" series of films or documentaries, and create "golden mask" international IP industry chain projects such as books, games, cultural and creative products in accordance with the strategic positioning of "Chinese stories, international expressions, and global markets", and promote China's original IP to the world. The Sanxingdui-themed original musical project will bring together top creative talents at home and abroad, extracting the cultural core of Sanxingdui, sublimate the humanistic spirit of ancient cultural relics, bring Chinese cultural relics to

life on the world stage, and create a musical journey of Sanxingdui for audiences from all over the world.

Secondly, people's demand for spiritual level is also growing year by year, in order to meet the cultural needs of the audience, we need to develop more and richer cultural accessories. We can unite with world-renowned travel agents to create a unique tourism experience with the charm of Chinese culture, and promote more foreign friends to enter, experience and spread Sanxingdui culture. The Sanxingdui Theme Global Lighting Exhibition project takes Sanxingdui culture as the theme, makes the Chinese intangible cultural heritage Zigong lanterns as the carrier, and integrates fashion elements such as food, commerce, performing arts, and entertainment, presenting the unique charm of Sanxingdui culture in three dimensions. Sanxingdui Museum and Tencent jointly launched the Sanxingdui New Cultural and Creative Cooperation Project to explore the diversified cooperation of Sanxingdui IP in the field of new cultural and creative industries, so that ancient cultural relics can be revitalized.

3.2.3.2 Use New Information Technology to Expand the Influence of External Communication

After more than 20 exhibitions, Sanxingdui cultural relics have basically solved the problem of "going out" at this stage. Efforts should be primarily made to increase influence. First of all, further integration with modern technology. In view of the difficulties of physical exhibitions "going out" due to time and space constraints, we can make full use of the construction achievements of smart museums to further develop in the fields of multimedia exhibitions, 3D printing technology applications, AR/VR technology means, artistic displays, and linkage city marketing, so that international audiences can have a more real perception and interaction of ancient Shu civilization. Secondly, Sanxingdui cultural elements are further integrated into artistic creation. Movies, games, and songs related to Sanxingdui culture have all achieved good results. We can continue to spread Sanxingdui culture and ancient Shu civilization from the perspective of literary works that the people like to see, and "use the form of artistic creation to spread Sanxingdui culture and expand its influence." Finally, strengthen the objectivity and authenticity of Sanxingdui's relevant reports and interpretations. With the rise of live broadcast and short video screen, the main channels for the public to obtain information are also through these two ways, experts and scholars have the responsibility to use appropriate language through their own research, through the media to provide accurate information to the public, to replace false information. At the same time, professional scholars themselves must first do a good job in learning, and then transform it into a language that the public can understand, so as to disseminate accurate information and knowledge to the public.

Sanxingdui culture's external publicity should not only pay attention to the ways and means of publicity, but also pay attention to the research of its own culture. Sanxingdui culture not only involves archaeology and history, but also relates to art, ethnology, paleography research, Sanxingdui interdisciplinary research should be strengthened, so as to do a good job in Sanxingdui's academic, artistic, artistic and scientific values and other multi-dimensional values to provide richer connotation for its external publicity.

4. Conclusion

Sanxingdui culture is attracting more and more attention from the world, with the help of the good situation, we should continue to expand and optimize external publicity strategies, make every effort to build Sanxingdui cultural brand, accelerate the construction of various infrastructure facilities of Sanxingdui, promoting the high-quality development of Sanxingdui Museum, giving full play to the cultural value of Sanxingdui, and spare no efforts to accelerate the creation of Sanxingdui as a national 5A-level scenic spot and “application” work. At the same time, it is necessary to publicize Sanxingdui through diversified communication methods, implement the cultural “going out” strategy, actively expand the cultural extension of Sanxingdui, and continuously expand the popularity and influence of Sanxingdui. The advent of the 5G era has brought new channels for Sanxingdui communication and promotion. In order to realize the development of traditional culture, the dissemination and promotion of cultural activities must make use of the new technologies given by the times, and do a good job in planning, organizing and utilizing them, so as to ensure that the dissemination and promotion of cultural activities keep pace with the times, and create a new outlet for the construction of spiritual civilization that people like to hear, see, entertain and educate. 5G, on the way; Change, at hand. “The wise change with the times, and the wise follow the situation.” In the face of the 5G era in which everything is media, publicity and cultural work must change its concept, plan according to the situation, move in response to the trend, and follow the trend, grasping the communication characteristics and laws of the 5G era, making good use of 5G emerging technologies, constantly innovate communication methods, expand information service forms, and expand the depth of Sanxingdui cultural communication.

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Notes

Note 1. "Why Sanxingdui site is important" Wang Xuebin. Since 2020

Note 2. Summary of "Sanxingdui" at home and abroad

Note 3. "The animated film" Golden Mask Hero "was shortlisted for the strategic cooperation project of global promotion of Sanxingdui culture" Xinhuanet.

Note 4. IP Communication Strategy of Traditional Culture Based on Experience —— Taking Sanxingdui as an Example He Jingping