

Original Paper

Study on Paths for External Communication and Marketing

Strategy of Shu Embroidery in the New Era

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Abstract

As a treasure of Chinese traditional embroidery art, Shu embroidery has important artistic, cultural and social value. However, in the process of international market promotion, Shu Embroidery faces the challenge of external communication and marketing strategy. Therefore, it is necessary to display the unique charm and artistic value of Shu embroidery through multiple channels such as in-depth exploration of the cultural connotation of Shu embroidery, upgrading the brand, optimizing the industrial management and training professional talents, so as to enhance its global popularity and promote its spread and development in the international market.

Keywords

Shu embroidery, External communication, Marketing strategy

1. Introduction

Shu embroidery, also known as "Sichuan embroidery", is one of the four most famous embroideries in China, along with Suzhou embroidery, Hunan embroidery and Guangdong embroidery. Shu embroidery inherits ancient Chinese embroidery skills and displays a unique artistic style through complex stitching and brilliant colors. Since the Eastern Jin Dynasty, it has been called "the treasure of Shu" with Shu Brocade. The themes of Shu embroidery are mostly flowers, birds, animals, insects, fish and figures, etc. It has the characteristics of rigorous stitching, flat stitching, vivid image and three-dimensional sense. In recent years, with the acceleration of the process of globalization and the increase of cultural exchanges, the international influence of Shu embroidery has gradually increased. However, Shu embroidery products have hardly been innovated in recent years, and still follow the

traditional embroidery methods and contents, which cannot adapt to the fast pace of society and develop slowly. Moreover, Shu embroidery is complicated and exquisite, resulting in the gradual influx of cheap imitation products in the market, which makes Shu embroidery Mired in a stagnant deadlock. To successfully spread and promote this traditional art in the global market, it is necessary to explore new paths for external communication and marketing strategies in the context of the new era.

2. The Important Value of Shu Embroidery

2.1 Value of Art

Shu embroidery has high artistic value because of its bright and delicate colors, exquisite stitching, rich themes and unique charm. Each Shu embroidery work embodies the wisdom and effort of the craftsman, represents the peak of traditional Chinese craftsmanship, and has high collection and appreciation value. It is of great value for the study of the unique charm and profound heritage of Chinese embroidery. The patterns of Shu embroidery often have profound meanings, which contain rich cultural connotations. For example, rich peony, auspicious and other patterns, are to express the yearning for a better life and a happy future.

2.2 Value of Folk Culture

Shu embroidery was created in the specific natural and human environment of Bashu area, which is directly related to the humanistic spirit of this land, and is the crystallization of regional culture and Bashu people's aesthetic philosophy. Through the study of Shu embroidery, we can further understand the folk culture and traditional aesthetics of Sichuan. Shu embroidery is often integrated into folk stories and historical themes, showing strong local characteristics. Popular embroidery patterns include landscapes, flowers and birds, ancient treasures, dragons and phoenixes, tiles, and ancient coins, as well as folklore, such as the eight immortalities crossing the sea, Ma Gu offering longevity, playing the flute to attract the phoenix, and sending off the unicorn, etc. There are also metaphors of happy and auspicious magpies making plum blossoms, mandarin ducks playing in the water, gold and jade filled the hall, and phoenix wearing peonies, etc. Rich in local characteristics of patterns such as lotus carp, landscape panda, flower and bird figures are also favored by Eastern and Western people.

2.3 Value of Society

Shu embroidery is not only a unique art form, but also an important representative of the culture of Bashu area. As an intangible cultural heritage, Shu embroidery is of great significance for inheriting traditional culture, enhancing national identity and promoting national spirit. With the increasing demand for traditional crafts in modern society, Shu embroidery's artistic innovation and market promotion have become an important direction of its development. By combining traditional Shu embroidery techniques with modern design concepts, Shu embroidery was able to take a place in the global market and become a bridge for cultural exchange and economic development. The development of Shu embroidery industry can not only promote the growth of local economy, but also promote the development of communities. By promoting the production and sale of Shu embroidery, it can provide

employment opportunities for local residents and promote the prosperity and development of the community. As a traditional Chinese handicraft, Shu embroidery can enhance the popularity and reputation of Sichuan and enhance China's influence in the world through exhibition and exchange.

3. Challenges Faced by External Communication and Marketing of Shu Embroidery

3.1. Limited Communication Channels and Inadequate Marketing

3.1.1 Limited Communication Channels

In terms of dissemination, Shu embroidery still relies more on traditional offline activities such as exhibitions and cultural festivals. Although these activities can directly display the charm of Shu embroidery, their coverage is limited and it is difficult to reach a wider audience. Moreover, in the digital era, the development and utilization of online communication channels of Shu embroidery industry is relatively backward. Although some Shu embroidery enterprises have begun to use e-commerce platforms for sales, their marketing efforts on new media channels such as social media and short video platforms are still not enough to make full use of the communication advantages of these platforms.

3.1.2 Monotonous Communication Content

As a treasure of Chinese traditional culture, Shu embroidery has rich historical and cultural connotations behind it. However, in the process of external communication, they often only pay attention to the artistic beauty of Shu embroidery and the product itself, and the cultural story and historical inheritance behind it are not explored enough, so it is difficult to attract and retain the audience. In addition, Shu embroidery lacked sufficient creativity and interactivity when it spread. Traditional communication methods are often based on one-way display, lack of interaction and resonance with the audience, and it is difficult to stimulate the audience's interest and purchase desire.

3.1.3 Inadequate Brand Construction

Shu embroidery industry lags behind in brand construction and lacks influential and well-known brands. As a result, in the external communication, Shu embroidery products often appear in the form of wandering soldiers, insufficient investment in advertising, public relations activities, media publicity and other aspects, it is difficult to form a joint force, resulting in the popularity and reputation of Shu embroidery brands in the market is not high, and it is difficult to improve the overall brand image and influence.

3.2 Stagnant Industrial Growth

3.2.1 Inconsistent Industry Standards

At present, the Shu embroidery industry has not formed a unified technical standard and product specifications, resulting in uneven quality of Shu embroidery products in the market, and it is difficult to carry out unified management and evaluation. This not only affects consumers' trust in Shu embroidery products, but also increases the difficulty of market supervision.

3.2.2 Insufficient Integration of Industrial Chain

The lack of effective integration and coordination between the upstream and downstream links of the Shu embroidery industry leads to low operational efficiency of the entire industrial chain. From raw material procurement, design and development, production to the expansion of sales channels, the lack of close contact and cooperation between all links, it is difficult to form a joint force to promote the development of the industry.

3.2.3 Confusion in Brand Management

Due to the lack of unified management and planning, the performance of Shu embroidery brands in the market is also more chaotic. Some Shu embroidery enterprises lack brand awareness and do not pay attention to brand construction and maintenance, resulting in low brand awareness and reputation. At the same time, there are some fake and shoddy Shu embroidery products in the market, which further damages the image of Shu embroidery brand.

3.3 Lack of Relevant Talents and Professional Teamwork

3.3.1 Talent Shortage

As a traditional handicraft, the inheritance of Shu embroidery depends on the experience of senior embroiders and masters. However, the current Shu embroidery talent in the market presents a fault phenomenon, and the high-level design innovation talent is particularly scarce. Although the traditional "master with apprentice" model has its unique features, it is difficult to train large-scale and efficient design innovation talents to meet the needs of modern market. In addition, the lack of professional or research institutions related to Shu embroidery in universities has further limited the training of high-end design talents. As a result, Shu embroidery lacks innovation in style, content and style, and is difficult to adapt to diversified market demands.

3.3.2. Insufficient Professional Team Building

In terms of external communication and marketing, the Shu embroidery industry lacks professional team building. This includes professionals in brand planning, marketing, product design, and cultural communication. Due to the lack of professional team support, Shu embroidery has obvious shortcomings in brand promotion, market development, product design innovation and so on. This not only affects the popularity and reputation of Shu embroidery, but also limits the improvement of its market share.

3.3.3 Lack of Innovation

Due to the shortage of talents and the lack of professional team building, Shu embroidery has been severely restricted in its innovation ability. At present, most of the Shu embroidery products on the market are dominated by traditional themes and styles, lacking of innovation and fashion elements. This makes Shu embroidery less attractive among young consumers and difficult to open a broader market space. At the same time, due to the lack of innovation ability, Shu embroidery is at a disadvantage in the competition with other embroidery varieties (such as Su embroidery, Xiang embroidery, etc.).

3.4 Difficulty in Foreign Translation and Lack of International Market

3.4.1 Understanding Barriers Caused by Cultural Differences

As a treasure of Chinese traditional culture, Shu embroidery contains profound cultural deposits and unique artistic styles. In the process of external communication, how to accurately convey the cultural connotation and artistic characteristics of Shu embroidery to the international audience is an urgent problem to be solved. However, the lack of a unified translation standard at present leads to misunderstandings and deviations in the translation process, which affects the image and promotion effect of Shu embroidery in the international market.

3.4.2 Difficulties in Translating Technical Terms

Shu embroidery involves a large number of technical terms, such as stitching, patterns, color matching and so on. These terms may be expressed in a variety of ways in Chinese, but when translated into other languages, it is often difficult to find an exact equivalent. The lack of translation standards makes it confusing for translators to deal with these terms, which in turn affects the quality and accuracy of the translation.

3.4.3 Lack of Specialized Translation Talents

With the acceleration of the process of globalization, more and more traditional Chinese culture and products begin to go to the world. However, there is a relative shortage of translators with professional translation ability and in-depth understanding of traditional Chinese culture, which makes it difficult for Shu embroidery to find suitable translators in external communication and marketing, affecting its internationalization process. At the same time, due to the lack of specialized translation talents, Shu embroidery often relied on non-professional translators or machine translation in the process of external communication. These translation methods are often difficult to ensure the quality and accuracy of translation, and are prone to grammatical errors, semantic ambiguity and other problems. This will not only affect the image of Shu embroidery in the international market, but also may cause misunderstanding and aversion among international audiences.

4. New Paths for External Communication and Marketing Strategies of Shu Embroidery in the New Era

4.1 Explore the Cultural Connotation of Shu Embroidery Deeply and Promote the Brand Through Multiple Channels

4.1.1 Explore the Cultural Connotation of Shu Embroidery Deeply

Strengthen the research on the origin, development history and needlework techniques of Shu embroidery, create more literature works, film and television works and documentaries with Shu embroidery as the theme, explore its unique cultural connotation and aesthetic value, and enrich the communication content of Shu embroidery. In addition, pay close attention to market dynamics and changes in consumer demand, establish an effective consumer feedback mechanism, collect and analyze consumers' opinions and suggestions on Shu embroidery products, and timely adjust product

design and marketing strategies.

4.1.2 Make Full Use of the Internet Platform

Make use of the Internet and social media, such as opening official accounts on social media platforms such as Weibo and Tik Tok, and release videos and graphic content related to Shu embroidery to increase exposure and interaction. In addition, the use of e-commerce platforms, such as JD.com, Taobao, to open flagship stores of Shu embroidery, online sales, combined with network broadcast, to broaden the communication channel.

4.1.3 Carry Out Offline Experience Activities

Organize Shu embroidery enterprises to participate in international exhibitions, such as the Canton Fair and the China International Import Expo, to show the unique charm of Shu embroidery. At the same time, it has established cooperative relations with internationally renowned art institutions and jointly held cultural exchange activities of Shu embroidery to enhance the international influence of Shu embroidery. And set up in tourist attractions, cultural districts and other places to experience the charm of Shu embroidery or studio, so that tourists can experience the charm of Shu embroidery, increase the popularity and spread of Shu embroidery.

4.2 Strengthen Management Planning and Improve the Shu Embroidery Industrial System

4.2.1 Unify Shu Embroidery Industry Standards

Led by the quality supervision department of Sichuan Province, the department of culture, economy and information technology, tourism, industry and commerce and other departments jointly formulated the relevant standards of Shu embroidery stitching, embroidery and mounting; Strictly define the appearance form of Shu embroidery products and the content of special marks, and present the quality, culture and regional characteristics of Shu embroidery products in a standard way; It has formulated standards for the division of "Shu embroidery artworks", "Shu embroidery handicrafts" and "Shu embroidery cultural products", and improved relevant technical standards for needlework, embroidery and craftsmanship, standards for inspection methods and expert appraisal standards.

4.2.2 Integrate the Industrial Chain of Shu Embroidery

Establish an information sharing mechanism, through information means, establish an information sharing mechanism between upstream and downstream enterprises, timely transfer market demand, raw material supply and other information, and improve the transparency and collaborative efficiency of the supply chain. At the same time, strengthen communication and cooperation, regularly organize communication and cooperation meetings between upstream and downstream enterprises, jointly solve the problems and difficulties encountered in the process of production and sales, and promote the coordinated development of the industrial chain.

4.2.3 Strengthen the Brand Construction of Shu Embroidery

Strengthen quality control and establish a strict quality control system to ensure that every Shu embroidery product meets high standards of quality requirements. At the same time, the establishment of trade associations, Shu embroidery industry associations or alliances, to strengthen the mutual

supervision within the industry. In addition, the establishment of a sound brand management mechanism, including brand crisis response, brand image maintenance, brand authorization management, etc., to ensure the healthy and sustainable development of the brand.

4.3 Strengthen the Cultivation of Shu Embroidery Talents and Strengthen the Construction of Professional Teams

4.3.1 Strengthen the Cultivation of Shu Embroidery Talents

Set up training courses and workshops on Shu embroidery skills, invite senior Shu embroidery masters to teach skills, strengthen the inheritance of Shu embroidery skills through mentoring and centralized training, and strengthen the establishment of Shu embroidery related majors in higher education and vocational education. For example, Sichuan University, Chengdu Textile College and other universities can offer Shu embroidery majors or courses. Promote the cross-integration with fine arts and design majors, and cultivate composite innovative talents who understand both art and Shu embroidery skills.

4.3.2 Optimize Professional Team Building

Not only pay attention to the cultivation of Shu embroidery talents, but also pay attention to the cultivation of professional talents in brand planning, marketing, product design, cultural communication and other aspects. Clarify the responsibilities and division of labor of team members, hold regular team meetings, establish a scientific and reasonable team structure, so that everyone in the team has indicators and everything has a target, improve the overall execution of the team, and ensure that all work is carried out in an orderly manner.

4.3.3 Enhance Innovation Capability

Investment, the introduction of advanced production equipment and technical means, Shu embroidery technology research and development and innovation, such as the development of new stitching, embroidery, mounting technology. It also tries to combine Shu embroidery with modern design elements, and integrate it with other art forms such as painting and sculpture, so as to create cross-border art works with more modern sense and fashion sense, meet the aesthetic needs of modern people, and broaden the expression form of Shu embroidery.

4.4 Establish Standards and Train Specialized Talents for the Translation of External Publicity of Shu Embroidery

In order to solve the problems caused by cultural differences in the communication of Shu embroidery, such as the obstacles in understanding, the difficulties in translating professional terms and the lack of specialized translation talents, the problems can be solved from the following aspects:

4.4.1 Strengthen Cultural Exchanges and Understanding

Through cultural exchange activities, exhibitions, lectures and other forms to promote mutual understanding and respect between Chinese and foreign cultures, to create a good cultural environment for the spread of Shu embroidery. At the same time, differentiated communication strategies should be formulated for different cultural backgrounds and audience groups. For example, in Europe and the United States, the artistic value and unique craft of Shu embroidery can be emphasized; In Asian

countries, the historical origin and cultural connotation of Shu embroidery can be introduced more.

4.4.2 Improve the Translation Quality of Professional Terms

Organize experts, scholars and translators to jointly establish translation standards and terminology database for professional terms of Shu embroidery. The terminology database should cover all aspects of Shu embroidery, including stitch, embroidery, color, pattern, etc., and should be updated and improved regularly to ensure the accuracy and consistency of professional terms.

4.4.3 Enhance the Training of Translation Talents

Through college education, professional training, practice and other means, cultivate interdisciplinary talents with professional knowledge and translation skills of Shu embroidery, so that they can accurately understand the cultural connotation and technical characteristics of Shu embroidery, and can express them in smooth and accurate language. At the same time, it is possible to establish long-term cooperative relations with translation agencies or translation teams to meet the growing translation needs of Shu embroidery in the process of external communication.

5. Conclusion

As one of the four famous embroideries in China, Shu embroidery occupies an important position in the traditional embroidery art with its exquisite skills and unique artistic style. However, faced with the opportunities and challenges brought by globalization, the spread of Shu embroidery in the international market still needs further exploration and innovation. In order to enhance the international popularity of Shu embroidery, it is necessary to dig deep into its cultural connotation and enhance its global image through multi-channel publicity and brand construction. At the same time, the management and industrial system should be optimized to promote the sustainable development of Shu embroidery. In addition, strengthen the training of professional talents and team building to improve the level of technology and service; Moreover, establish a standardized external publicity translation system and train specialized translation talents to improve the effect of external publicity. Through these measures, the artistic value of Shu embroidery is maintained and its development in the global market is promoted.

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