



THE STRATEGY DEVELOPMENT OF INNOVATIVE COMMUNICATION FOR REINFORCING CHINESE INTANGIBLE CULTURAL HERITAGE (ICH) PROMOTION IN THE PRESENT ERA

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Received: May 11, 2025; **Revised:** May 11, 2025; **Accepted:** August 18, 2025

Abstract

Yanjing's Eight Unique Skills—comprising carved lacquer, palace carpets, floral inlay, gold lacquer inlay, cloisonné, ivory carving, jade carving, and Jing embroidery—are representative of Chinese imperial-era intangible cultural heritage (ICH). In the face of modernization, globalization, and changing consumer aesthetics, these traditional crafts are at risk of being marginalized or forgotten. There is an urgent need to explore sustainable communication strategies to ensure their continued transmission and relevance in contemporary society. This research aims to (1) promote public recognition and understanding of Yanjing's Eight Unique Skills through modern media platforms; (2) examine their market potential and formulate industrial development strategies; and (3) explore their cultural value and enhance their influence in international cultural exchange. A mixed-methods approach was adopted, integrating qualitative methods—literature analysis, expert interviews, and field observation—with quantitative tools such as structured questionnaires. Data were collected from artisans, cultural stakeholders, and the general public. Thematic analysis and

descriptive statistics were used to evaluate communication patterns, market positioning, and perceptions of cultural value. **Results:** The findings show that digital platforms, cultural festivals, and cross-sector collaborations significantly improve the visibility and market adaptability of traditional crafts. However, excessive commercialization risks eroding authenticity. The study proposes a strategic framework that balances cultural preservation with innovation, offering a replicable model for other ICH initiatives in China and beyond.

Keywords: Intangible cultural heritage; Yanjing's eight unique skills; Cultural communication; Market strategy; Heritage preservation

Introduction

Intangible cultural heritage (ICH) is a critical component of a nation's cultural identity and historical continuity. In China, traditional craftsmanship plays a pivotal role in preserving and transmitting national spirit and aesthetic values across generations. Among the numerous forms of Chinese ICH, Yanjing's Eight Unique Skills—carved lacquer, palace carpets, floral inlay, gold lacquer inlay, cloisonné, ivory carving, jade carving, and Jing embroidery—stand as exemplary representations of classical artistry rooted in imperial legacy and regional cultural refinement. Historically associated with the royal courts of Beijing (formerly known as Yanjing), these eight forms encapsulate the technical, cultural, and symbolic sophistication of Chinese traditional arts (You, 2011). As emphasized by Hadisty (2002), the ecological and sociocultural context in which heritage forms develop is indispensable to understanding their function and preservation. Thus, the Eight Unique Skills should be seen not only as craft techniques but as embodiments of a larger cultural ecosystem.

In the present era of rapid technological advancement and global cultural convergence, traditional crafts are facing unprecedented challenges. The transformation of lifestyle, aesthetics, and market demand has led to a disconnect between ancient craftsmanship and contemporary consumer preferences. Furthermore, the ongoing process of urbanization and commercialization has accelerated the decline of traditional skills, putting many of them at risk of fading

into oblivion. Although institutional efforts have been made in recent decades to document and protect ICH, including the listing of Yanjing's Eight Unique Skills under national heritage initiatives, their actual transmission and integration into daily life remain limited. The cultural and economic value of these crafts is not always recognized by younger generations, who often view traditional arts as outdated or irrelevant in a digital age.

Compounding this problem is the insufficient application of modern communication technologies in heritage promotion. Many traditional craftsmen lack the tools or platforms to connect with broader audiences. Unlike fashion or digital media products, traditional crafts struggle to adapt to the fast-paced, image-driven demands of today's consumers. While some forms of ICH have benefited from renewed attention via social media or cross-cultural collaborations, a systematic and strategic framework for the innovative communication of traditional skills—particularly those with imperial lineage like Yanjing's Eight Unique Skills—is still underdeveloped. Without active intervention, these culturally significant practices may lose both their visibility and their relevance.

This study addresses the urgent need for a holistic communication strategy that bridges tradition and innovation. Its significance lies in responding to the dual crisis of cultural preservation and sustainable development. By proposing a model that integrates cultural self-consciousness, digital media, and market orientation, the research aims to unlock new pathways for the revitalization of Yanjing's Eight Unique Skills. It also seeks to contribute to the broader discourse on how intangible heritage can be transmitted, reinterpreted, and sustained in the 21st century through meaningful, context-sensitive innovation. The goal is not only to ensure the survival of these skills but also to elevate their status within both domestic and international cultural landscapes, reinforcing China's cultural soft power and fostering a renewed sense of identity and pride among future generations.

Research Objectives

1. To utilize platforms such as the internet and media to enhance social recognition and influence of intangible cultural heritage skills like the "Eight Unique Skills of Yanjing," thereby better protecting and promoting intangible cultural heritage, while also addressing challenges posed by the transformation of commercial culture to achieve sustainable development.

2. To study the market development situation under the unique and new dissemination methods of the Eight Unique Skills of Yanjing, providing theoretical support and practical guidance for the development of the intangible cultural heritage industry.

3. To unveil the cultural connotation and artistic value of the eight unique skills of Yanjing, and to enhance the status and influence of China's intangible cultural heritage in international cultural exchanges.

Literature Reviews

The academic discourse surrounding intangible cultural heritage (ICH) has evolved substantially in recent decades, particularly in response to the growing recognition of traditional crafts as essential cultural assets. Early studies such as Shao (2000) and Zhang (2002) laid a foundational understanding of cultural transmission through mass communication, highlighting how media systems shape collective memory and public awareness. These works underscore the necessity of effective communication mechanisms for preserving and promoting traditional knowledge in modern societies.

Specific attention to Chinese craftsmanship can be found in the work of You (2011), who traced the evolution of lacquerware techniques and their symbolic resonance across historical periods. You emphasized the intimate connection between traditional crafts and their ecological, historical, and socio-political contexts. This insight reinforces the notion that traditional craftsmanship must be interpreted within its broader cultural environment rather than in

isolation. However, Your research focuses primarily on the aesthetic and material aspects of a single craft rather than systemic promotion strategies.

From a policy and practice perspective, Cui (2016) explored the dilemmas in the "productive protection" of traditional skills such as filigree inlay, revealing tensions between commercial viability and authenticity. This study is particularly relevant to Yanjing's Eight Unique Skills, many of which face similar pressures in adapting to contemporary markets. Cui's findings suggest that while commercialization is often necessary for survival, it must be approached cautiously to prevent the dilution of cultural meaning.

Moreover, Zhao (2021) demonstrated the methodological value of semi-structured interviews in qualitative cultural research. This approach facilitates deeper insights into the perspectives of inheritors, scholars, and practitioners. Applying such methodology enables a more nuanced understanding of the factors influencing the inheritance and transformation of intangible heritage. In the current study, this qualitative depth complements quantitative data to form a robust mixed-methods framework.

Research Methodology

The design of the research methodology is rooted in qualitative inquiry to gain deep insights, supplemented by quantitative data to validate and support the findings. Qualitative data collection methods such as literature analysis, field observation, and semi-structured interviews are used to explore perceptions, transmission patterns, and contemporary challenges. Quantitative research, including surveys and structured questionnaires, serves to measure current public awareness, communication effectiveness, and market responsiveness. **Population Sample:** Given that Yanjing's Eight Unique Skills encompass eight distinct traditional handicrafts, and each represents a unique cultural and historical trajectory, qualitative methods are prioritized to gain in-depth, craft-specific insights. The study focuses on key stakeholders including inheritors, artisans, scholars, and cultural policymakers. **Data Collection Methods:** For the



qualitative component, literature review, field observation, and interviews were conducted to gather detailed perspectives from practitioners and experts. These approaches allow for the exploration of attitudes, values, and lived experiences regarding the preservation and promotion of the Eight Unique Skills. For the quantitative component, structured questionnaires were distributed among the general public, students, and cultural consumers to assess awareness levels and engagement preferences. **Data Analysis:** In the qualitative phase, the data were analyzed through thematic coding and comparative analysis. Key concepts such as traditional culture revitalization, cultural self-consciousness, and craft transmission were identified and interpreted within the broader context of cultural communication. In the quantitative phase, descriptive and inferential statistical methods were applied to interpret data from surveys and sample studies. This allowed for the identification of patterns and the correlation between variables such as communication medium, demographic factors, and cultural perception. By triangulating findings from both research paradigms, this study ensures analytical depth, contextual richness, and empirical validity. The mixed-methods approach not only captures the complexity of heritage communication but also facilitates practical recommendations for modernizing the transmission and branding of Yanjing's Eight Unique Skills.

Results

Modern Communication and Dissemination Strategies of Yanjing's Eight Unique Skills: Yanjing's eight unique skills, as a representative of traditional Chinese crafts, carry profound historical and cultural significance. With the rapid development of modern society, effectively modernizing their communication and exploring market potential has become key to inheriting and promoting the Yanjing's eight unique skills.

Yanjing's eight unique skills refer to eight crafts: carved lacquer, palace carpets, floral inlay, gold lacquer inlay, cloisonné, ivory carving, jade carving, and Jing embroidery, collectively known as "Yanjing Eight Unique Skills." They are called this because historical Beijing was known as Yanjing. During the imperial era, these arts were exclusively used by the royal family, representing



traditional craftsmanship in Beijing, a city with a history of five dynasties. Their distinctive feature is their royal craftsmanship, renowned for its exceptional skill.

The cultural prosperity of the new era provides a favorable environment for the inheritance and development of Yanjing's eight unique skills, and the changes in market demand and consumer concepts in the new era also bring new development opportunities for Yanjing's eight unique skills. The Internet and digital media play an important role in promoting the inheritance and development of Yanjing's eight unique skills. The Internet and digital media have provided innovative means for the promotion and marketing of Yanjing's eight unique skills. Through online live broadcasting, short videos and social media marketing, Yanjing's eight unique skills inheritors and related organizations can interact with the audience in real time, share the stories and cultural connotations behind the techniques, and attract more people's attention and participation.

At the same time, the Internet also provides the possibility for the marketization of Yanjing's Eight Uniques. Through online sales and customization services, the Eight Unique skills of Yanjing works can reach a wider consumer group and meet the needs and preferences of different people. This market-oriented mode of operation not only contributes to the inheritance and development of Yanjing's Eight Uniques, but also brings more economic benefits and social recognition to it. Cultural festivals serve as a comprehensive platform for cultural display, exchange, and experience, providing a unique opportunity for the inheritance and dissemination of the Yanjing's eight unique skills. The cultural festival also facilitates the exchange and integration of different cultures. This type of cross-cultural exchange not only helps to enhance the recognition and influence of Yanjing's eight unique skills, but also promotes the international dissemination of Chinese culture. The exhibition is one of the important ways to showcase the craftsmanship and works of the Yanjing's eight unique skills. It not only presents the historical origins and developmental context of the Yanjing's eight unique skills but also allows the audience to gain a deeper understanding of the production techniques and cultural significance of the

Yanjing's eight unique skills through physical displays, visual aids, and other methods.

As a communication platform for experts, scholars, inheritors and industry leaders, the forum provides important intellectual support for the inheritance and development of Yanjing's Eight Uniques. Through the exchange and discussion of the forum, a consensus and strategy can be formed on the inheritance and development of the Eight Uniques of Yanjing. Cultural festivals, exhibitions and forums have played an important role in the inheritance and dissemination of the eight unique skills of Yanjing. Through different forms and channels, they have enhanced the audience's awareness and interest in Yanjing's Eight Uniques, broadened the scope of communication, and enhanced their influence.

Nowadays, online communication with new media technology as the medium is changing the pattern of information dissemination. The use of digital technology makes the storage, transmission and processing of information fast and easy. At the same time, the inheritance and transmission methods and memory methods of Yanjing Eight Uniques have also undergone new changes with the development of the times. The successful cases of tiktok e-commerce intangible cultural heritage activities also provide useful reference and inspiration for the future development of intangible cultural heritage projects such as Yanjing Eight Uniques. In terms of modern inheritance, Yanjing Eight Uniques pay attention to the use of online platforms and handicraft markets for promotion and sales; In terms of inheritance methods, although the traditional master-apprentice inheritance and family inheritance model are retained, it also pays attention to the combination of modern design and cultural industries, and attracts more people's attention and participation through cross-border cooperation and innovative product development. These initiatives contribute to the inheritance and development of Yanjing's eight unique skills, and make them rejuvenate in the modern society.

Cross-border cooperation and brand promotion have played a vital role in the inheritance and development of Yanjing Eight Unique skills. This strategy not only injected new vitality into Yanjing Eight Unique skills, but also effectively

enhanced its brand influence and market recognition. Yanjing Eight Unique skills also carries out cross-border cooperation with the fashion industry and the design industry, and jointly launches fashion products and design works with traditional craft elements. Through cross-border cooperation, Yanjing Eight Uniques has achieved mutual benefit and win-win results with other cultural and industrial fields; Through brand promotion, Yanjing Eight Uniques has enhanced its popularity and influence, and injected new impetus into its inheritance and development.

Market Positioning and Industrial Development Potential of Traditional Crafts: Study the market positioning and development potential of the Yanjing's eight unique skills to provide theoretical support and practical guidance for their industrial development. By exploring market demands and consumer preferences, integrate modern design concepts and technological methods to develop new products that align with market needs and cultural attributes, thereby enhancing their market value.

The Eight Unique skills of Yanjing are positioned within the high-end art and collectibles market based on their exquisite craftsmanship, profound cultural depth, and unique artistic value. This positioning highlights the artistic nature, rarity, and investment potential of the Eight Unique skills of Yanjing, fulfilling the pursuit of high-quality artworks by collectors and investors. Combined with the cultural tourism resources of the area where Yanjing Eight Unique skills are located, it is positioned as a characteristic product of the cultural tourism souvenir market. This market positioning aims to promote cultural tourism and promote cultural exchange and dissemination by taking Yanjing Eight Unique skills as a representative of local cultural characteristics. Yanjing Eight Uniques can also be positioned in the modern design and home decoration market, through the combination of modern design elements, to create home decorations that meet modern aesthetics and lifestyle. This market positioning combines the traditional craftsmanship of Yanjing Eight Unique skills with modern life, broadening its application scope and market potential.

As a representative of traditional Chinese crafts, Yanjing Eight Unique skills has a profound historical heritage and unique artistic value. In order to stand out in a competitive market and achieve long-term brand growth, it is important to develop an effective marketing strategy and brand building plan. Yanjing Eight Unique skills marketing strategy and brand building need to start from multiple aspects, such as in-depth understanding of the target group, precise positioning of product differences, integration of innovative design and tradition, strengthening brand story and culture, online and offline multi-channel promotion, holding cultural activities and exhibitions, cooperation and cross-border marketing expansion, and continuous optimization of service experience. Through the implementation of these measures, we can promote the brand building and development of Yanjing Eight Unique skills to a more mature and prosperous future.

In order to better inherit and develop, the contemporary inheritors break the old confinement, combine new technologies and new materials, learn from each other's strengths to reduce their own barriers, and expand the promotion of skills. The application of new technologies and new technologies has played a positive role in promoting the inheritance and development of Yanjing's Eight Uniques, but it is also necessary to balance the relationship between tradition and innovation to ensure that the cultural value of skills is fully protected and inherited. With its unique cultural value, market potential and potential advantages for sustainable development, Yanjing Eight Unique skills has shown broad prospects. Through the efforts of skill inheritance and innovative development, the combination of intangible cultural heritage protection and tourism, education and training and popularization, international exchanges and cooperation promotion, policy support and financial guarantee, market supervision and brand building, we can promote the sustainable development of Yanjing's Eight Unique Skills, and make this traditional craft treasure shine more brilliantly in the new era. The purpose of the research is to promote the inheritance and development of Yanjing's Eight Unique skills through modern communication methods and market exploration, enhance its popularity and influence in the society, realize its industrial development, explore its cultural connotation and artistic value, and promote international cultural exchanges.

Cultural Value and International Influence of Yanjing's Eight Unique Skills: The research also aims to uncover the cultural connotations and artistic value of the Yanjing's eight unique skills, enhancing their status and influence in international cultural exchanges. By focusing on the characteristics of the craft and cultural significance, the goal is to showcase their unique cultural and collectible value, promoting their exchange and dissemination on the international political and economic stage. This not only boosts national cultural soft power and enhances global understanding of Chinese traditional culture but also supports the presence and development of intangible heritage in the commercial sector.

From the perspective of historical value, Yanjing Eight Uniques represents the essence of the traditional culture of the Chinese nation and embodies the wisdom and skills of ancient craftsmen. The historical value of traditional culture is undeniable, and it represents the spiritual and cultural foundation of a nation. From the perspective of cultural value, Yanjing Eight Uniques not only has aesthetic value, but also carries rich cultural connotations. Combined with new technologies, Yanjing's modern communication in terms of historical value and cultural value is facing new opportunities and challenges. The connotation of traditional culture is rich and profound, but it is often difficult to intuitively show it to modern consumers through external forms. Modern aesthetics pay more attention to the innovation and uniqueness of external forms, which makes the inheritance and innovation of traditional culture in form a difficult problem. The contradiction between cultural inheritance and modern aesthetic needs is a complex and diverse issue. To solve this contradiction, we need to think and explore from multiple angles, and find a balance and innovation. Only by satisfying the needs of modern aesthetics on the basis of maintaining the characteristics of traditional culture can the sustainable development and modernization transformation of cultural inheritance be realized. The consideration of market competition and price positioning involves many aspects, and traditional craftsmanship needs to be comprehensively considered and weighed from multiple perspectives. Through in-depth market demand analysis, competitor research, cost structure evaluation, product positioning and

differentiation, target customer group division, and pricing strategy formulation and adjustment, traditional craftsmanship can develop a more reasonable and effective price strategy, so as to achieve a dominant position in the market competition.

The balance between brand protection and innovation development requires enterprises to make efforts in intellectual property protection, brand image maintenance, core technology research and development, innovative product development, market research and analysis, flexible adjustment of strategies, and risk management mechanisms. Through the comprehensive use of these means, enterprises can ensure that the brand is properly protected, while continuously promoting brand innovation and development, and enhance market competitiveness. It should be noted that although the new technology has facilitated the dissemination of Yanjing's Eight Uniques, it is also necessary to maintain the authenticity and integrity of its historical and cultural values. In the process of dissemination, we should pay attention to the accurate interpretation and presentation of Yanjing's eight unique skills, avoid excessive commercialization and entertainment tendencies, and ensure the true transmission of their cultural values.

Traditional culture often has strong regional characteristics, which is the embodiment of its uniqueness and charm. However, in modern society, the trend of globalization and internationalization has led to an increasing inclination towards the acceptance and pursuit of universal aesthetic standards. As a result, regional characteristics are at risk of being marginalized in cultural inheritance. How to integrate into the global trend while maintaining regional characteristics is a problem that needs to be considered by cultural inheritance. Yanjing plays an important role in foreign trade and contributes to the country's foreign exchange income. At the same time, with the deepening of international cultural exchanges, the market demand of Yanjing's Eight Unique skills is also expanding, providing a broader space for its development.

With its profound cultural connotation and unique artistic value, Yanjing Eight Uniques plays an important role in enhancing its status and influence in

international cultural exchanges. They are not only the cultural treasures of the Chinese nation, but also the precious treasures of the world's cultural and artistic treasures. The effective dissemination of Yanjing's historical and cultural values combined with new technologies is a diversified and comprehensive process. Through the use of new technologies and the promotion of new media platforms, the use of new technologies also helps to enhance the popularity and influence of Yanjing's Eight Unique skills. Through digital marketing and cross-border cooperation, Yanjing Eight Uniques can integrate and innovate with more fields to form richer cultural products and experiences. This can not only enhance the market competitiveness of Yanjing's Eight Unique skills, but also win more social attention and recognition, so that the historical value and cultural value of Yanjing's Eight Unique skills can be more widely and deeply disseminated in the commercial field, so as to promote its inheritance and development.

Discussions

The findings of this study confirm that modern communication technologies play a critical role in the revitalization of traditional crafts like Yanjing's Eight Unique Skills. As Zhang (2002) noted, effective cultural transmission today must align with contemporary media habits—a view supported here by the successful integration of short videos, live streaming, and social platforms in promoting intangible heritage. Moreover, this study aligns with Shao's (2000) emphasis on adaptive communication, showing that digital engagement not only enhances visibility but also reshapes traditional master-apprentice models into more participatory forms of learning. However, Cui (2016) warned of the risk that commercialization may erode cultural authenticity. Our findings partially support this concern: while market strategies and cross-border collaborations inject vitality, they may also lead to the simplification or distortion of traditional values, especially when overly driven by consumer aesthetics. In conclusion, modernization and tradition need not conflict, but must be balanced through culturally sensitive communication and guided innovation. A strategic framework combining new media, heritage ethics, and policy support is essential for sustainable transmission.

New Knowledges

This study contributes new knowledge by developing a comprehensive strategy for the modern communication and sustainable promotion of Yanjing's Eight Unique Skills within the framework of cultural self-consciousness. The research bridges traditional heritage preservation and contemporary media innovation, offering a replicable model for integrating digital tools, cross-border cooperation, and market positioning into the revitalization of intangible cultural heritage (ICH). Unlike previous studies that focused either on preservation or commercial adaptation, this research synthesizes both perspectives, highlighting the potential of culturally responsible branding and storytelling. Methodologically, the use of mixed methods—combining qualitative interviews with quantitative data—provides a more holistic understanding of audience perception and transmission pathways. The conceptual framework proposed in this study can serve as a theoretical reference for other ICH practices facing similar modernization challenges in China and beyond.

Conclusions

This study explored the strategic development of innovative communication for the promotion and sustainable inheritance of Yanjing's Eight Unique Skills, a quintessential example of Chinese intangible cultural heritage. The findings reveal that integrating digital media, market-oriented strategies, and cross-sector collaboration offers effective pathways for revitalizing traditional crafts in the modern era. Online platforms, short video content, and cultural festivals have become key drivers in enhancing public engagement, cultural recognition, and economic value. Moreover, the research confirms that modernization and cultural preservation are not mutually exclusive. When guided by cultural self-consciousness and supported by ethical communication practices, digital innovation can enhance rather than dilute the historical and artistic value of traditional skills. However, the study also highlights the need to balance authenticity with adaptation, especially in branding, pricing, and design innovation. By combining communication theory, cultural identity studies, and practical market analysis, this research offers a holistic framework for the

revitalization of endangered crafts. It not only contributes to the academic discourse on heritage transmission but also provides actionable insights for policymakers, cultural institutions, and creative industries aiming to promote ICH in a globalized context.

Suggestions and Recommendations

Through the lack of research on modern communication and market exploration in Yanjing, the future research directions are positioned as follows:

1. Strengthen data collection and data integration, establish a database related to the Yanjing Eight Unique skills, realize resource sharing and data exchange, and improve the efficiency and accuracy of research.
2. Promote cross-field cooperation and actively promote cooperation and exchanges between different disciplines;
3. Pay attention to market dynamics and consumer needs;
4. Deepen the research on cultural inheritance and innovation, and explore a new path that can not only inherit the essence of traditional crafts, but also realize cultural innovation and market expansion.

Through in-depth research and practical exploration, we are expected to overcome the shortcomings of current research and provide more powerful support and guidance for the inheritance and development of Yanjing's Eight Unique skills.

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