

Study on the Strategy of Enhancing the Cultural Communication Power of Beijing Street Couplets^{*}

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Couplets, as a vital symbol of Chinese traditional culture, hold prominent cultural significance in Beijing's urban neighborhoods. This paper assesses the current state of cultural communication efficacy regarding couplets in Beijing's neighborhoods, identifying challenges including fragile cultural ecosystems, limitations of communication agents, homogeneity in content and forms, and outdated dissemination mechanisms. To address these issues, the study conducts an in-depth analysis of strategies to enhance the cultural dissemination capacity of Beijing's neighborhood couplet culture, proposing comprehensive enhancement pathways. The research aims to effectively elevate the cultural influence of Beijing's neighborhood couplet culture and facilitate the city's development as a national cultural center.

Keywords: Beijing, couplet culture, cultural communication power, block culture

Preface

Couplets, as a unique cultural landscape of Chinese civilization and an important component of Chinese literary history, possess rich value and are significant cultural symbols. Beijing, as an ancient capital, boasts numerous districts rich in historical and cultural significance. The couplets in these districts often bear witness to the historical changes of Beijing, becoming part of its ancient urban landscape. In recent years, academic research on Beijing's couplet culture has achieved certain results, with relatively thorough introductions to the couplet culture at scenic spots such as the Forbidden City and the Summer Palace. However, there is a relative lack of research on the district-level couplet culture, which is an important aspect of "Beijing flavor" culture.

Defining the Communication Power of Beijing Neighborhood Couplets

Zhang Chunhua posits that communication efficacy constitutes a multifaceted concept. Different stakeholders interpret it contextually: Mass media frame it as transmission capacity, whereas social organizations emphasize impact realization. These perspectives respectively address the hard and soft dimensions of communicative power.

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Enhancing the communication efficacy of Beijing's neighborhood couplet culture requires synchronized advancement in both dimensions. The hard power—manifested as transmission capacity—encompasses institutional frameworks, content preservation, technological infrastructure, and channel diversification. These elements ensure high-quality cultural dissemination, operational fluency, and broad audience reach. Concurrently, the soft power resides in content attractiveness, cultural influence, and educational value. Through systematic curation, conceptual distillation, and adaptive reinterpretation of couplet content, its inherent appeal and social impact become significantly amplified.

Transmission capacity and impact realization form complementary facets of communication efficacy. Substantive progress demands concurrent reinforcement of institutional foundations and elevation of content value—a dual-track approach essential for authentic enhancement of Beijing's neighborhood couplet culture's communicative vitality.

Dissemination Efficacy Analysis of Beijing's Neighborhood Couplet Culture

In recent years, Beijing's neighborhood couplet culture has experienced revitalization under the national emphasis on traditional Chinese culture and the municipal policy of establishing Beijing as a national cultural hub. Institutions including the Beijing Municipal Administration of Cultural Heritage and Beijing Couplet Association have organized exhibitions, lectures, and creative competitions, effectively leveraging couplet resources. Initiatives like the couplet culture base in Wayao Village (Mentougou District) and educational programs in schools demonstrate successful integration of academic research, cultural activities, and artistic creation. These efforts have enhanced the dissemination of couplet culture while preserving its historical essence and adapting its spiritual core to contemporary values.

Despite progress, three systemic challenges hinder further development. First, the cultural ecosystem struggles with modernization pressures. Rapid commercialization has standardized couplet content, favoring mass-produced works over artistic originality. Complex tonal patterns and classical references create high learning thresholds for youth, while excessive tourism-oriented urban renewal in historical neighborhoods undermines authentic cultural transmission. Second, fragmented efforts among government bodies, educational institutions, and civil organizations result in duplicated resources and superficial engagement. Many practitioners lack specialized training, compromising depth in cultural interpretation. Third, outdated dissemination methods persist, with 78% of couplets still distributed through print media according to 2022 surveys. Digital transformation remains limited, and creative integration with other cultural forms like architecture or performance art is underdeveloped.

Addressing these issues requires coordinated strategies: establishing quality control standards for couplet creation, implementing digital archiving and AR-enhanced display systems, and developing cross-disciplinary cultural products. Strengthening professional training for cultural stewards and creating youth-oriented interactive platforms could bridge traditional artistry with modern expressive needs.

Optimizing Dissemination Pathways for Beijing's Neighborhood Couplet Culture

As an essential intangible cultural heritage, Beijing's street couplets encapsulate urban historical continuity and local cultural identity. To address dissemination challenges, coordinated development of hard and soft power is imperative.

Hard Power Enhancement

Strengthen institutional frameworks by updating heritage protection laws to cover both prominent and overlooked couplet resources. Implement spatial management for context preservation and establish custodial accountability across governance layers.

Integrate big data for audience analysis, cloud platforms for resource management, and AI for creative assistance and digital archiving. Develop immersive virtual exhibitions to transcend physical limitations.

Expand outreach through school programs, cultural tourism routes, and community events like couplet festivals to foster civic engagement.

Soft Power Elevation

Modernize cultural narratives via animated content and AR experiences, linking couplets with contemporary life. Strengthen international cultural exchanges while absorbing global influences.

Empower grassroots participation through community workshops and volunteer networks, positioning residents as active inheritors of this living heritage.

Through balanced institutional innovation and cultural value activation, Beijing's couplet culture can bridge tradition and modernity, enriching global cultural diversity.

Conclusion

Moving forward, we must advance the innovative reinvention and creative evolution of couplet culture, ensuring its modern relevance while preserving profound traditional essence. Continuous exploration of synergies with contemporary technologies, digital media platforms, and avant-garde artistic expressions will enable this ancient artform to radiate renewed vitality through cutting-edge presentation modalities.

By amplifying its communicative influence, we will not only consolidate Beijing's stature as a national cultural hub but also globally propagate China's exceptional traditional heritage. Such efforts allow worldwide audiences to comprehend China's civilizational depth while experiencing its timeless allure through modern interpretations. Through holistic strategies and forward-looking planning, Beijing's street couplet culture will achieve dynamic equilibrium between preservation and progression, emerging as a cultural nexus bridging historical legacy with future innovation, and fostering intercultural dialogue between China and the global community.

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