

Research on the Communication of Birch Bark Manufacturing Skills of the Oroqen Nationality in Mobile Social Media*

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Abstract—Intangible cultural heritage faces not only new opportunities but also new challenges with the arrival of network era. The development of mobile social media provides renewed energy for the communication of intangible cultural heritage. In this paper, the current communication situation and communication significance of birch bark manufacturing skills of the Oroqen Nationality are analyzed with mobile social media as the starting point, and the mobile social media communication strategies of birch bark manufacturing skills of the Oroqen Nationality are elaborated with emphasis.

Keywords—new media communication; mobile social media; the Oroqen Nationality; birch bark manufacturing skills

I. INTRODUCTION

The Oroqen Nationality is one of China's ethnic minorities with small population, who are mainly distributed in Oroqen Autonomous Banner of Hulunbuir League, Buteha Banner and Morin Dawa Daur Autonomous Banner in Inner Mongolia Autonomous Region, and the counties in Heilongjiang Province, such as Huma, Aihui, Xunke and Jiayin, as well as Heihe City. The Oroqen Nationality boasts abundant intangible cultural heritage. Myth, legend, traditional handicraft skills and folk dance have left valuable treasure. As the first batch of national intangible cultural heritage, birch bark manufacturing skills of the Oroqen Nationality is of great research value. The new national township of the Oroqen Nationality in Aihui District, Heihe City, Heilongjiang Province, national township of the Oroqen Nationality in Baiyin of Huma County, national township of the Oroqen Nationality in Shibazhan of Tahe County and new national township of the Oroqen Nationality in Xunke County are the places where these skills mainly distribute.

II. CURRENT COMMUNICATION SITUATION OF BIRCH BARK MANUFACTURING SKILLS OF THE OROQEN NATIONALITY IN MOBILE SOCIAL MEDIA

Mobile social media rises in response to the network era,

and such media centering on interaction and sharing while giving consideration to interpersonal communication and mass communication functions offers equal right of speech to citizens in this era. At present, the largest mobile social media in the world is facebook, and the mobile social media in China at present stage mainly include social network, Microblog, WeChat, Blog, bbs, Zhihu and so on. According to the 41st Statistical Report on China's Internet Development published in January 2018 by China Internet Network Information Center, in 2017, among the typical social applications, the usage rate of WeChat Movements by netizens reached 87.3% and that of Microblog reached 40.9%. Microblog and Wechat are the social media with most Chinese users at current stage, occupying half of social media market. [1]

A. Current Communication Situation of Microblog

Up to now, the monthly active users of Microblog come up to 446,000,000 and the daily active users also increased to 195,000,000. As the most popular platform in mobile social media, Microblog has become not only the important source and clue of important news, but also the significant channel for people to pay attention to dynamic conditions and information sharing. There is little communication of birch bark manufacturing skills of the Oroqen Nationality in Microblog, only one page in the search area. Through the search of relevant words "intangible cultural heritage", we can find that it involves two aspects: the first is the Microblog about intangible cultural heritage certified by national and governmental inheritors; the second is the content relating to intangible cultural heritage in the Microblog updated by individual. However, the communication effect of intangible cultural heritage in Microblog big data is limited no matter in which form.

B. Current Communication Situation of Wechat

The advantages of WeChat lie in more user groups and wider content scope compared with Microblog and social network. WeChat integrates short message, video, picture, text and many other functions, and is of the characteristics such as interpersonal communication and mass communication. It has satisfied people's demand of sharing feelings and spreading information, which has become the most popular and most frequently used media platform in the mobile social media, and

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gradually become the infrastructure of the whole mobile Internet.

As for the communication of birch bark manufacturing skills of the Oroqen Nationality in WeChat, we can find through the search with “Oroqen Nationality” as keywords that, there are two aspects about the communication of birch bark manufacturing skills of the Oroqen Nationality: first, some options in the three certification authorities, namely official accounts “the Oroqen Nationality township of Shibazhan”, “Into the Oroqen Nationality” and applet of WeChat “the Oroqen Nationality”; second, the material relating to birch bark manufacturing skills of the Oroqen Nationality in other articles and Movements, of which the content is relatively scattered with general communication effect.

C. Current Communication Situation of Client-side

Client-side refers to the procedure corresponding to server and providing local service to clients. It is mainly installed on the mobile phones, which is convenient for information reading and news browsing. As of June 30, 2018, netizens in China amounted to 802,000,000 with the popularity rate of 57.7%. Among them, mobile phone users have reached 788,000,000, and the proportion of netizens who connect to Internet through mobile phone reaches up to 98.3%. As a result, the development of mobile APP of “the Oroqen Nationality” is of great significance to the spreading of intangible cultural heritage.

In the applications of smartphone, we can find through the search with “Oroqen Nationality” as keyword that, at present, the related APPs mainly include Shenyun · the Oroqen Nationality, handheld Oroqen and smart Oroqen. They are developed by Oroqen Autonomous Banner of Inner Mongolia in combination with the Xinhua News Agency, involving news information and application service with little content relating to the introduction and detailed record of birch bark manufacturing skills. The communication effect is limited by the regional limitations.

D. Current Communication Situation of Short Video Social Platform

Short video is a kind of new video pattern whose length is counted by second, and it mainly relies on mobile smart terminal to realize quick shot and beautified editing, being able to achieve real-time sharing and seamless connection on the social media platform. [3] Among them, the short videos, such as “Douyin” and “Kuaishou”, are increasingly favored by the young people, and 85% of the audiences are the youth aged below 24, which also mean that short video social platform is the main area in future development.

We can find in “Douyin” through search with “birch bark of the Oroqen Nationality” as keyword, the short videos involve two aspects: first, identification by inheritor of birch bark of the Oroqen Nationality; second, some videos introducing handicraft articles. Douyin has large amount of registered users and wide communication scope, but only a small quantity of short videos are about manufacturing skills and the communication effect is limited.

III. SIGNIFICANCE OF MOBILE SOCIAL MEDIA IN COMMUNICATING BIRCH BARK MANUFACTURING SKILLS OF THE OROQEN NATIONALITY

A. Transforming the Identity of Audience and Improving Their Participation

Traditionally, the main way of communicating birch bark manufacturing skills of the Oroqen Nationality is “oral teaching”, namely the inheritor explains manufacturing skills of birch bark in oral form in a fixed place, so the communication scope is narrow and close. With the progress of the times, the record of video communication and the development of oral history have further expanded the communication effect of birch bark manufacturing skills. However, each of these communication patterns is one-way communication process, and the interaction, timeliness, convenience and initiative of mobile social media have increased participation of audiences, who become the spreader from audience by way of leaving message, shooting videos and updating information. Thus, the second communication of birch bark manufacturing skills is formed and communication effect is strengthened.

B. Enriching Communication Methods and Satisfying Varied Demands of the Audiences

The birch bark manufacturing skills of the Oroqen Nationality mainly include peeling off the bark, boiling the bark, cutting and suturing, decorating. Among them, carving patterns in the last step requires complex techniques. The traditional master — apprentice system, teaching communication or picture/image express is not easy to be communicated widely by the audiences, especially not to be accepted and identified by young people in modern society, so the communication effect is bad. Nevertheless, the emergence of WeChat, MicroBlog and short video has changed such situation greatly. Social media has the medium methods such as sound, picture, image, live broadcast, fiction, H5 interaction and other methods. The manufacturing skills displayed in an all-dimensional, full-angle and multi-level way through multimedia will enable audiences to participate in and feel the charm of birch bark manufacturing skills by watching the videos and clicking the screen.

C. Preserving Complete Data to Realize Achievement Sharing among All the People

Although the birch bark manufacturing skills of the Oroqen Nationality have been listed in the nonmaterial cultural heritage list, its communication effect in the current society is unsatisfactory. The rapid development of industrialization and urbanization in the modern society has changed people’s production mode and life style. The living environment of the Oroqen Nationality has changed; the inheritors of birch bark manufacturing skills are growing old; the intangible cultural heritage with “oral teaching” as the inheritance way is disappearing quickly. Nevertheless, the technical progress has also provided new ideas for the protection of intangible cultural heritage. The objective data is worked out by summarizing and analyzing the law in its evolution process through restoration of the setting and data of intangible cultural

heritage with big data, virtual simulation as technical support, providing complete material for the protection of intangible material heritage.

IV. STRATEGIES FOR COMMUNICATION OF BIRCH BARK MANUFACTURING SKILLS OF THE OROQEN NATIONALITY IN MOBILE SOCIAL MEDIA

A. Advocating Innovative Expression to Form Network Agenda Setting

As a kind of theoretical hypothesis, “agenda setting function” was first seen in a paper published in *Public Opinion Quarterly* in 1972 by American communication scientists M.E. McCombs and Donald Shaw. The key idea is that mass communication is of the function as setting social public affairs “agenda”, and news report and information transmission activities of the media are influencing people’s judgment of the “event” in the world and its importance by giving different degree of significance to various “topics”. [4]Traditional communication type is to publish a piece of topic or information through the major media. The agenda setting of audiences is formed via new media, which influences the audiences’ attention. But, in the new media era, social media has formed the core of agenda setting. A lot of news and information forms topic via “top search list” of Microblog, with audiences following up and major media reporting. Microblog influences the public agenda a lot by its dapper content and virus-type spreading mode, being the main platform for public opinion expression. The functions of Microblog, especially “topic” discussion and “top search”, enable the content with most attention on the Microblog appear in public, and attract more people to join in. As a result, to maximize the communication of birch bark manufacturing skills of the Oroqen Nationality, we should take initiative to set the network agenda and sponsor the topic center to form communication mode.

For instance, in June of this year, the official Microblog “Weibo Renwen” initiated “Plan for Recruiting Inheritors of Intangible Cultural Heritage” in combination with the governmental Microblog assistant, media Microblog assistant and Sina Travel, and opened up the super topic “Chinese Artisan Soul”, being intended to invite inheritors and craftsmen of intangible material heritage to join in the plan in assisting intangible cultural heritage protection and carrying forward traditional culture. After the network agenda is set, major media following-up has propagated the inheritance plan, spreading the information about protecting and carrying forward traditional culture and skills in a farther and wider way. Moreover, the internet celebrities in various areas offer assistance in the protection of intangible cultural heritage and guide the audiences to pay attention to communication and inheritance of intangible cultural heritage, making the complete communication process formed and communication effect of intangible cultural heritage reinforced. Within 5 days after the plan is published, its popularity in Microblog keeps growing continuously, the reading quantity of “Chinese Artisan Soul” has reached 570,000,000 and the discussion quantity grows up to 120,000. Among them, master Cai Bingsheng, the inheritor of building kilns, opened Microblog

and joined in the plan for supporting intangible cultural heritage. He released origin content with high quality and recommended as hot video by the official. The amount of video playing reached 3,050,000 times, the monthly reading quantity of Microblog increased to 10,000,000+ and number of fans increased to the current 41052, arousing continuous attention from internet friends.

B. Integrating Information Resources to Increase the Experience of Audiences

The communication advantages of social media lie in its timeliness and interaction in the new media era. As a result, on the one hand, the communication of birch bark manufacturing skills of the Oroqen Nationality is to encourage the inheritors of birch bark manufacturing skills to open up social accounts from the aspect of communication subject, for example, Microblog, WeChat official account, Douyin and so on. And encourage them to release data, source and the story of inheritors about birch bark manufacturing skills on these platforms, so that more people can learn about intangible cultural heritage using “opinion leader”, which will intensify the influence and attention and reinforce the communication effect of birch bark manufacturing skills. On the other hand, we can increase the experience of audiences by virtue of the interaction of social media, and design the APP or H5 which is suitable to play on the mobile phone, so as to enhance the interactive experience through sound, animation and image, and to form the repeated communication by users. In this way, the birch bark craftsmanship of the Oroqen Nationality can be edited and displayed, unification of vision and auditory formed and the scene feeling and immersion feeling increased.

For instance, the Palace Museum launched Across the Forbidden to See You H5 page jointly with Tencent, displaying one day of the emperor in a form of micro-scene with a starting point of across the palace, attracting audiences by combining the current talking and singing and “Meng” element. For a moment, it was burst in the social circle of friends with a page view of 3,470,000. The biggest characteristic of this way is the interaction is increased, and the audiences can watch the pages while clicking the screen, thus the participation of audiences is improved. This method can be adopted for manufacturing the birch bark of the Oroqen Nationality, and display it using H5 features with multimedia, all dimension and multi-angle. In this way, the steps of peeling birch bark, boiling the bark, cutting and suturing, decorating can be displayed in the form of H5, the clicking rate of interactive experience will be increased and the communication of birch bark manufacturing skills of the Oroqen Nationality can be maximized.

C. Increasing Clicking Rate of Audiences by Short Video Communication

With the arrival of fragmentization era, more and more netizens watch short videos by mobile phones. According to the latest data, the monthly active users of Douyin around the world have exceeded 500,000,000, daily active users in China are up to 150,000,000 and monthly active users reach 300,000,000, which has certain influence.

More short videos are displayed in combination with traditional culture, such as micro documentary film and micro advertisement, which are favored by the audiences. For instance, the Propaganda Department of the Central Committee of the CPC, National Cultural Heritage Administration and CCTV jointly produce a national self-cultivation engineering, the 100-episode micro documentary film *If the National Treasure Can Speak*. In each episode with a length of 5 minute, the story about one piece of cultural relic is narrated. By crossing the ancient and current dynasties and visiting the wise men of ancient and modern times, it tells the little-known legend and struggles behind the national treasure. The audiences can seek the soul of China in the attractive stories of ups and downs as if they are personally on the scene, appreciating the enduring value and charm of Chinese national treasure.

Similarly, we can also display the manufacturing process birch bark of the Oroqen Nationality with short video using micro-expression and attractive story from new perspective. Combine the birch bark artwork with the delicate story behind it, and express with vivid and flexible techniques (subtitle, network language and other forms), so as to make the intangible cultural heritage “alive”, form the second communication of social media, expand the influence and increase the popularity of birch bark manufacturing skills of the Oroqen Nationality.

V. CONCLUSION

With the continuous development of Internet technology, as the extension of traditional media, social media embodies that the communication medium is mature. The combination of social media and birch bark craftsmanship of the Oroqen Nationality can perform trans-regional or international communication, and enable more young people to join in the protection of intangible cultural heritage, which have expanded the influence of intangible cultural heritage and upgraded the communication space of intangible cultural heritage, opening up a new page for intangible cultural heritage protection.

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