

Research on the Self-media Communication of Folding Fan in Jinling

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ABSTRACT

Jinling folding fan is a traditional folk handicraft in China, which has an elegant appearance and a long history. However, due to the modern society's reformation, the status of traditional handicrafts in the hearts of contemporary people is getting lower and lower. Few people appreciate them and are happy to buy them. At the same time, due to the improper development of its dissemination, the sales of Jinling folding fan are not very optimistic. Therefore, it is urgent to spread the development of Jinling folding fan craft through the platform of self-media. This project is to study the self-media dissemination of Jinling folding fan craft and at the same time to provide suggestions for the protection, inheritance and promotion of other traditional skills and cultures, so that people can pay attention to all kinds of intangible cultural heritage that is fading away in the times, and to contribute to the inheritance of China's excellent traditional culture.

Keywords: *Jinling folding fan, Self-media, Dissemination of inquiry.*

1. INTRODUCTION

1.1 Research Background

Jinling folding fan is a famous local traditional handicraft in Nanjing. Still, due to the roughness of its packaging and the lack of marketing means in the way it is sold, the development prospect of the Jinling folding fan is not very good, which also leads to its poor sales. Therefore, it is urgent to explore the self-media communication of the Jinling folding fan, analyze the current consumption status of Jinling folding fan, start from the perspective of its self-media marketing, enhance the emotional communication between people and commodities, and carry out advertising and marketing publicity through appropriate advertising means, so as to open up a new road for the development of the communication of Jinling folding fan and shape a good image of the city behind it. Therefore, the cultural heritage and development of the Jinling folding fan must be explored and innovated in depth from the perspective of its self-media marketing communication.

1.2 Purpose and Significance of the Study

For the Jinling folding fan, people have little knowledge about it, and they have few cognitive channels, so many people have limited knowledge about the Jinling folding fan, and most of them buy it from specialty shops in scenic spots. Similarly, in many travel websites and travel guide books in Nanjing, although there is information about Jinling folding fan, most of them do not have a careful introduction about it, which shows that the promotion effect of folding fan is not good. The traditional paper media is getting narrower and narrower and cannot produce a strong reaction, so it leads to the promotion effect of the Jinling folding fan not being very obvious. In the major local comprehensive community website, there are folk handicrafts and folk culture these boards, but can find Jinling folding fan post is even less. So we should find the right way to spread the media.

Nowadays, spreading through the media is the best solution for the wide development of the Jinling folding fan. Self-media has its own unique advantages of communication technology, compared with traditional newspapers and magazines and other paper media, self-media does

not need to spend a lot of manpower and material resources, which not only saves resources but also increases the efficiency of publicity, but also broaden the breadth of the scope of publicity, through the digital, audio, video, and other digital self-media accession to make the dissemination of information more convenient. Take Changzhou comb as an example, Changzhou comb historically enjoyed a high reputation and once flourished. However, due to the insufficient promotion ability of the comb industry itself at that time, it faced a lot of problems, such as the decrease of market demand, the increase of product production cost, and the gradual extinction of traditional skills, and so on. Therefore, the Changzhou comb industry has brought good benefits by continuously innovating business concepts, expanding sales channels, and adapting to the needs of the development of the information age, using advanced self-media technology to combine the online sales of products with offline physical sales.

Self-media communication plays an essential role in the development of traditional handicrafts. In order to pass on the traditional craft of the Jinling folding fan, it is necessary to understand the current situation of the development of the Nanjing Jinling folding fan and explore its development and dissemination from the perspective of modern creative self-media.

2. ANALYSIS OF JINLING FOLDING FAN CRAFTSMANSHIP AND SELF-MEDIA DISSEMINATION CURRENT SITUATION

2.1 Jinling Folding Fan Craft Development Status

Jinling Folding Fan is a kind of fan that can be folded by using bamboo and wood as fan bones and tough paper or damask silk as the fan surface. When used, the fan is spread out into a semi-circular shape, with the head gathered and the tail spread out, and then closed in a linear shape so that it can be folded between the sleeves. It is both a traditional practical product to get rid of summer heat and coolness, and a work of art. In 2009, it was successfully inscribed on the Intangible Cultural Heritage List of Jiangsu Province.

At the time of the Industrial Revolution, machine mass production was more developed, and people made more use of industrialized machine production, so the traditional handicraft industry

was significantly impacted. So far, the development of the Jinling folding fan lacks modern trends in design and modern communication strategy, so it caused the Jinling folding fan to gradually fade out of people's perspective. However, in the 21st century, the term "intangible cultural heritage" was introduced to the Chinese people as a government administrative term, and in the following years, the "intangible cultural heritage fever" set off a cultural wave that broke the limitations of the modern cultural ideological heritage and changed the logic of cultural dissemination. It changed the logic of cultural dissemination, transformed cultural competition and exclusion into cultural sharing, redefined the value of traditional crafts and many traditional cultural items, and revived excellent conventional skills. At the same time, a large number of cultural and creative products have come into being, which have not only gained significant importance among young people, but also become of great interest to middle-aged and older people, and have often gained an extremely broad market as travelling souvenirs.

Jinling folding fan craft embodies the local characteristics of Nanjing culture and its situation has also been greatly improved. Nowadays, the Jinling folding fan has gradually regained vitality and begun to gain the attention of the society. However, due to the special characteristics of traditional handicrafts, the development of the Jinling folding fan is still facing great challenges, traditional handicrafts need to be combined with new ways of dissemination in order to adapt to the development of the market in the new era, for the revitalization of the Jinling folding fan redevelopment road is still a long way to go.

2.2 Current Status of Development of Self-published Media Communication

In the era of self-media, the network technology platform plays an important role, and through the network platform, some traditional communication channels have undergone great changes. The dissemination speed of the self-media platform is faster, and the ways of dissemination are more diversified, and the way of dissemination is more convenient and quick. With the emergence of social media such as WeChat and Weibo, the scale of online media has been expanding, and people's demand for information has shifted from acquisition to publication, and from individuals to others. The emergence of public number platforms such as WeChat and short video platforms such as

Jitterbug has greatly inspired people to express themselves, and people can publish a variety of content, including text, pictures, videos, etc. This has undoubtedly brought the distance between traditional media and the audience closer, increased people's access to information, and pushed forward the diversified development of the field of self-media. Such a status quo rises from the popularity of social networks, which allows everyone to become a maker and disseminator of information, creating more discourse.

3. THE DEVELOPMENT ADVANTAGES OF JINLING FOLDING CRAFT IN THE AGE OF SELF-MEDIA COMMUNICATION

3.1 Jinling Folding Fan Directional Communication

In the age of self-media, the way of information delivery is mainly in a personal way and is developing in a modern and electronic way. Creators use online media to deliver information, such as using microblogging, weibo, shaking voice and other platforms for marketing and interactive communication. Such a way has been generally recognized by the general public, providing a free and independent communication platform for creators, while such a specific self-media marketing method also provides a clear direction for the specific marketing of the Jinling folding fan craft.

The communication of network self-media is directional, and through this way, it can also help the communication and marketing of the Jinling folding fan to be directional, so that the audience can start to understand the folding fan craft, and at the same time, stimulate the audience's desire to buy. Audiences are often active followers or prominent data tweeters, which means that they have a certain interest and need for the published content, and the creator's content can be effectively targeted. For example, on the Jitterbug live platform, the seller of the Jinling folding fan craft can make a detailed introduction to the Jinling folding fan craft, and introduce its advantages to the audience, show its excellent and exquisite handmade technology and profound and long history and culture, and point to the audience in need of communication marketing, so as to achieve the effect of self-media dissemination. Under this self-media communication method, the selling method of the Jinling folding fan can break the traditional offline unattended in the past, so as to

reappear in the field of vision of the contemporary young people, so that the contemporary young people not only further strengthen the cognition of the Jinling folding fan, but also enhance the sales of Jinling folding fan. Therefore, the development of self-media platform is very favourable to the dissemination of the Jinling folding fan craft.

3.2 Jinling Folding Fan Craft Becomes Widely Spread

Compared with traditional, offline communication methods, the network is fast, widespread, and low-cost, which is very favorable to the dissemination of conventional craft culture, the scope of which is constantly expanding due to the rapid dissemination of information. In real life, due to the constraints of various conditions, people can not get more information, which leads to the limited scope of dissemination of traditional handicrafts, or even only in a minimal range. On the self-media platform, the dissemination of information is extensive; WeChat, Weibo, QQ, and Jitterbug are applications that can bring together different groups of people in order to maximize the display of product advantages to attract potential viewers.

Through the self-media live marketing platform, the Jinling folding fan craft is no longer limited to purely offline fan shops in Nanjing but is more diversified in the modern young people who love to use the network platform. In the usual daily life of playing on a mobile phone to watch live in the leisure time, to understand the historical and cultural background of Jinling folding fan, through the anchor live introduction can be more specific and vividly show it's beyond the appearance of other attractions, so that people recognize its inherent cultural heritage, so as to increase the desire to buy. From this point of view, the spread of the self-media platform significantly increased the spread of the Jinling folding fan craft, so that more and more people understand the purchase of it. Hence, the self-media platform is very optimistic about bringing its advantages.

3.3 Jinling Folding Fan Craft Development Environment Becomes More Diversified

The active users of self-media are mainly young people, who are full of curiosity and creativity for new things, and the self-media platforms are full of a variety of contents, which make their needs more

and more diversified. For example, the increase of fashion and entertainment factors has made the aesthetics of young audiences tend to be entertaining, highlighting an inner freedom and emotional character due to the desire for good things. Increasing the promotion of the traditional craft of Jinling folding fan among young people can broaden the scope of dissemination of traditional craft more effectively and make the development environment of Jinling folding fan craft more diversified.

Internet communication is a stage for creators to keep pace with the times and innovate, and in the process of creation and transformation, there are many elements that need to be utilized by creators to produce traditional works. Jinling folding fan craft is an endless source of creation, and transforming traditional skills into products that meet contemporary needs and aesthetic interests can both satisfy people's needs and give them vitality. The development of self-media platform brings endless advantages to Jinling folding fan craft, so that more and more people know and understand it, understand the charm of this traditional handicraft, and bring more diversified space to the environment of its development.

4. DEVELOPMENT STRATEGY OF JINLING FOLDING FAN CRAFT IN THE AGE OF SELF-MEDIA COMMUNICATION

4.1 Precise Positioning for Marketing and Promotion

Precise positioning is at the heart of the promotion of any traditional craft. Only unique and rich content can attract more viewers and make it stand out from the crowd. Through the dissemination of beautifully crafted content, the audience can be attracted to the brand, so that they can both enjoy and get the mental pleasure and attention of the brand. However, in order to always keep the heat and attract more viewers, it is necessary to constantly output high-quality and unique content, continuously optimize and improve the image of the brand, and always be ready for the transformation of the consumer brand to meet the public's aesthetic needs, and constantly create value output, so as to promote the marketing of traditional handicrafts brands.

In the case of brand self-media communication overwhelming publicity, Jinling folding fan to stand

out in the competition, the first thing to do is to start from the traditional crafts in Nanjing. If you want to attract more fans, you must start from the historical background of Jinling folding fan, the production process of Jinling folding fan, the artistic value of Jinling folding fan, focusing on the promotion of traditional Chinese culture, and promote the beautiful value of Jinling culture.

4.2 Use of Web-based "Micro" Platforms to Achieve Wide Dissemination

The "micro" platform here includes two major media platforms: Weibo and WeChat. Weibo and WeChat are two of the most popular social media platforms in the mainstream, and are popular with users of all ages, with many businesses and brands placing great value on these two platforms for promotion and fan base communication. In this way, with the completion of real-name authentication of the user can establish contact with other users, so that they can see each other's information and dynamics, at the same time, WeChat on the public number of some of the micro-blogging on the micro-blogging content can also be provided in a variety of ways to promote the brand's design concepts, to achieve the dissemination of autonomy, directionality, interactivity effect. The "micro" platform is a crucial platform in the era of self-media, which has the characteristics of fast dissemination speed, wide dissemination range, and low operating costs, where the creator only needs to create an account, and through a certain way of attracting traffic, realize the cash through the flow, or pay advertising fees to the relevant account owners to Targeted promotion and dissemination of the Jinling folding fan craft, so that more and more people understand and buy. We can promote the Jinling folding fan to the audience who are interested in this field through the wide coverage of self-media, and then gradually expand to the general netizens, so as to achieve the revival of the Jinling folding fan in people's mind.

4.3 Demonstration Using the "Netflix Effect" Model

The emergence of the "Netflix effect" model has brought the audience an understanding of the specific content of the goods, as well as personalized values, life concepts, consumption styles and personal charisma. In the so-called self-media era, internet celebrities post their own life and life concepts on the internet, by showing their daily life to the audience or sharing their goodies,

so as to get positive comments from others and bring a certain degree of influence. When they write comments on the goodies, they often say: think this way, do this way, life can be better, and this concept provides reference to the consumers as well. The existence and development of the "Netflix effect" has enabled the audience to gain a sustained understanding of the creators' works and traditional craft culture, and gradually become loyal followers.

A clear example of this is the famous traditional craft propaganda blogger Shanbai, whose videos focus on fields and crafts, restoring ancient handicrafts in fine detail and showcasing the charm of intangible culture. Shanbai creates and shares his work on different platforms, where his work is rich and varied, and expands the dissemination of his work to bring about a certain degree of influence. Through these social media sites, he draws a large number of followers to increase the popularity of his account and attract more people to learn about traditional Chinese handicrafts. Each video released by Shanbai is based on the audience's preferences, and these videos are spread on social media such as Jitterbug and Weibo, and have gained a super-high number of likes, with viewers saying that they can not only feel the peaceful and leisurely atmosphere of "picking chrysanthemums under the East Fence and seeing the South Mountain at ease", but also have a profound experience of the profundity and depth of traditional Chinese handicrafts in his videos.

In the Jinling folding fan dissemination and promotion can also be used in a similar way, more from the Jinling folding fan of the historical background, production process, etc., to promote the mystery of the folding fan craft to the people, in the promotion of the history and traditional culture at the same time, do not give up these self-media dissemination of economic behaviour, a stable economic source to protect the steady development of traditional handicrafts to promote, but also interspersed with some of the Netflix big anchors of the regular band products. First of all, let more people understand the advantages and characteristics of the product, and then you can let the creators through their own self-media account to introduce its advantages in detail, in the account to introduce the display of the Jinling folding fan process, so that the audience directly face the creative process, to understand the exquisite production process, and see with their own eyes, to stimulate the desire to buy folding fans and interest

in the folding fan and increase the dissemination of Jinling folding fan process.

5. CONCLUSION

The development of the self-media era has brought new opportunities and challenges to the inheritance and development of the craft of Jinling folding fan. At present, we should explore the self-media communication of Jinling folding fan technology, find a suitable self-media development path, and make corresponding changes. It is necessary to let the traditional Chinese handicrafts have a new space for development and a good cultural environment, and to let everyone have a sense of identity with traditional handicrafts.

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