

Research on the Development of Canal City Cultural Industry under New Media Environment -- Taking Changzhou as an Example

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Abstract: The development of Changzhou canal city culture industry is of great significance to Changzhou. With the increasing penetration of new media environment, the communication and development of canal culture face a new opportunity. Exploring the propagation of canal culture has a profound influence on the formation of local grand canal culture brand and the promotion of grand canal into Changzhou cultural symbol. This paper probes into the development of canal culture industry from three aspects: the reconstruction of historical blocks, the creation of canal creative industry belt and other channels of canal culture transmission.

1. Introduction

The Beijing-Hangzhou Grand Canal is one of the oldest and longest canals in the world. In June 2014, the grand canal was listed as a world cultural heritage site. During a visit to Beijing's grand canal forest park in 2017, President Xi Jinping stressed that protecting the grand canal is the responsibility of all regions along the route. After that, general secretary Xi specially made important instructions on the cultural belt of the grand canal, proposing to "protecting, inheriting and making good use of the canal", to make the past serve the present, and to deeply explore the rich connotation of the cultural belt of the grand canal.

The Jiangsu section of the grand canal flows through eight cities, with seven heritage areas and 28 heritage sites. It is the province with the richest cultural heritage of the grand canal. The grand canal nourishes the unique water town culture of Jiangsu and breeds the humanistic atmosphere and spirit of Jiangsu. Changzhou canal is an important connection point connecting northern Jiangsu and southern Jiangsu. At the same time, with the progress of science and technology and the continuous development of new media, Changzhou canal culture industry began to flourish, with more development possibilities. Promoting the protection and utilization of the cultural belt of the grand canal can further strengthen the cultural symbol of the city and create the city image.

2. Excavating the Core of Canal Culture and Reconstruction of Historical Blocks

The root of canal culture is the ancient canal, which is the material and cultural carrier. Therefore, protecting and repairing the material cultural heritage of the grand canal, such as ancient towns, ancient bridges, inscriptions on stone Tablets and famous relics, is an important part of building Changzhou characteristic canal culture brand. At present, Changzhou's ancient canal cultural attractions are numerous, such as Qingguo lane, Canal No. 5 Creative Block, Dongpo Park and Three Elitists of Changzhou Memorial. A cultural scenic spot should fully explore the historical and humanistic connotation, highlighting the unique historical context.

Take Qingguo lane as an example. Qingguo lane is the best-preserved historical and cultural street in Changzhou, adjacent to the ancient canal. In the old days, local ships and celebrities gathered together, and the prosperous waterway transport trade was accompanied by the flow of information, which opened up a broad vision for Yanling's ancient people. The ancient canal nourishes the residents along the coast and breeds the atmosphere of Changzhou culture for

thousands of years.

Today, Qingguo lane retains some historical sites as well as simple and beautiful traditional buildings and the former residence of celebrities, famous figures such as Tang Jingchuan of the Ming dynasty, father of Chinese linguist Zhou Youguang, Qu Qiubai, Yun Daiying all lived here. However, only Zhou Youguang's former residence has been completed and opened, and some other dwellings and buildings have been transformed into shops, while others have not been opened yet. The infrastructure is not perfect, and various scenic spots have not been integrated, and the forms are relatively simple. Some intangible cultural heritages have not been deeply explored and publicized, so there is some space for development and transformation. Therefore, it is necessary to transform the block to better display the historical and humanistic values:

(1) Restore and reconstruct important sections of streets and characteristic residential areas to create development space of characteristic tourism industry. On the one hand, some redundant and repeated shops in Qingguo lane are transformed into folk customs exhibition area, and local characteristic crafts such as green bamboo carving, comb, paper cutting, and local specialties such as sesame cake, dried radish, sesame candy are intensively displayed. The shop was transformed into a “silver noodle” shop with Changzhou characteristics. At the same time, we can follow the example of “Pingtan” art exhibition in Shantang Street in Suzhou, and open “Xiao re hun” Chinese folk art performance in the teahouse. On the other hand, Zhenhe Hall and Yunxing Hall, former residences of Tang Jingchuan, will be renovated and transformed into celebrity museums. Some commercial buildings will be demolished and squares with celebrity culture as the connotation will be planned.

(2) The continuation of the historical streets inside the lane, to unclog the lanes, recover part of the private garden and yard, for the urban public open space, both fully embody the concept of “interdependence of city and river”, and make the traditional dwellings of the Jiangnan water characteristic style and features and relying on the history of the environment to get maximum restoration.

(3) From the aspects of architectural design, landscape design, activity planning, project planning and other aspects, set up a specific block memory recovery plan. For the restoration of historical buildings, historical records should be respected as much as possible, and the original historical appearance should be restored in terms of volume, style and details. For example, on both sides of the river, the emphasis is on “repairing the old as old, style and style coordination”, creating a scene of “small bridge and flowing water, pillow river family”, highlighting the characteristics of the ancient canal. For the construction of interpretation marking system, interpretation facilities and commentary design not only reflect historical and cultural elements, but also can be integrated into tourism interpretation, with the main goal of readability of block history.

3. Creating Canal Creative Industry Belt

On the basis of protecting and repairing the material cultural heritage of Changzhou canal, conforming to the market economy, creating Changzhou canal cultural and creative brand can expand the cultural influence of the canal, drive the prosperity of cultural industry, and promote the growth of local economy.

3.1 Cultural and Creative Product Industry

In recent years, the combination of consumption upgrading and people's entertainment and aesthetic needs has brought new opportunities for the development of cultural and creative products. Many companies have joined the field of cultural development. Among them, the cultural and creative products of the Palace Museum are the most successful, and the lipstick launched by the Palace Museum has been a big hit with web celebrity effect. This also reflects that people pay attention to the quality of daily life and are willing to pay for excellent cultural products.

Changzhou, as one of the birthplace of Wu culture, has strong and solid cultural deposits, which can be used as a support to develop new cultural and creative products. In terms of specific product development, it is necessary to conform to the tide of “aesthetics of daily life” of market economy, position the target group as young people with strong consumption ability and aesthetic ability, and

on the basis of integrating canal culture, produce practical products more suitable for people's life. According to the subdivision of the target group, the products can be divided into two categories. One is the common daily necessities, such as tape, hand book, canvas bag, mobile phone case, bookmark, etc. One is elegant and delicate articles, such as tea set, seals, folding fans, aromatherapy, ornaments and so on.

As for the integration of cultural elements, it is necessary to skillfully combine the local characteristics of Changzhou to display unique humanistic feelings. Since the Tang dynasty, 1,546 Jinshi (a rank of scholar in imperial exams) emerged in Changzhou. Qingguo lane also has a profound origin with Jinshi. Tang Jingchuan, the leader of the literature in the Ming dynasty, built a big house in Qingguo lane. Chinese ancient times to take an examination of the Jinshi called "toad hall fold laurel", took an examination of the first person in the heart there is always a "fold laurel complex", so there are eight osmanthus trees in the house, known as "eight laurel hall". Since then, the sweet-scented osmanthus tree really retained some aura for Changzhou, but everyone who lived in the house, are famous in history. Qingguo lane also has Jinshi lane. Therefore, in view of the Changzhou cultural heroes in large numbers of characteristics, can launch a Jinshi reading notes, placing the implication of the list, to the vast number of students to bring good expectations.

In terms of publicity, new media has created fertile soil for the marketing of cultural and creative products, so we should actively make good use of new media for publicity.

(1) Flexible combination of various media, WeChat, weibo, application and webpage to cooperate with cultural and creative marketing. At present, it is a "micro era". The media propaganda fills the fragmented life of users and enters into various aspects of work and leisure. As for the management of various platform accounts, they should be classified into different categories to publicize different functions and purposes, such as canal culture, product introduction, local travel information, etc., and the division of labor should be clear. The core points to Changzhou canal culture.

(2) To grasp that young people and Internet are the choices to fight for the cultural survival space. The communication style should keep up with the trend, and can be interspersed with emoticons, network language, adorable text, etc., to make the overall style humorous and lively, so as to get people's love.

(3) Use hot issues to interact with the audience. According to festivals, solar terms and other opportunities, hot issues are created and followed on social platforms to attract traffic. For example, during the college entrance examination in June, we can post the wish that every student pass the examination in accordance with the Jinshi square culture in Qingguo lane, so as to directly interact with the audience and accumulate more popularity.

3.2 Cultural and Creative Film and Television Industry

As new media into 5G era, the development of China's film and television industry from a single media form into full media everything pattern, film and television industry chain of the trend of development, and related resources integration for Chinese film and television industry has brought new opportunities for development, the emerging of "cultural + tourism" business model also shows that the spread of culture can drive the prosperity of tourism industry, to promote city image and promote cultural consumption has a major role. The family emotional drama *All Is Well* takes Suzhou as the birthplace of the story, which contains many Suzhou cultural elements, such as the Gate of Orient buildings and Suzhou Pingtan, an intangible cultural heritage, invisibly promotes Suzhou.

In order to publicize and inherit Changzhou canal culture, we must devote ourselves to creating urban characteristic cultural IP, exploring the inner cultural soul of the city, and combining cultural benefits with commercial benefits. The dragon is the totem of the Chinese nation, and Changzhou has been known as the dragon city since ancient times, and now it has also created the Chinese dinosaur park. The earliest Chinese animation with dinosaur theme was *Blue Cat Dragon Riding Group* and *Qiqi Keke Adventure*, which originated in China dinosaur park. Both made good reputation and gained popularity among teenagers.

However, in the last decade, there is a big gap in Changzhou film and television industry, so we should seize the current opportunity, explore the inner cultural connotation of the city, develop the cultural film and television industry, and make more people understand the image of “dragon city”.

4. Other Channels for the Cultural Development of Urban Canals under the New Media Environment

4.1 Attention to the Popularization of Urban Canal Culture

In recent years, the popularity of smart phones makes the efficiency of information dissemination leap again. Microblog, WeChat official account and other new media have occupied the mainstream of media. At present, people have formed the habit of obtaining consultation from new media. Some non-experiential intangible cultural heritages, which take writing and activities as carriers, can be popularized to the public through Internet media. Changzhou-Ci group, for example, had a profound influence on Qing Ci and played an important role in the history of Chinese literature. It can cooperate with well-known Chinese classical literature application to set up a special topic of Changzhou-Ci group, and elaborate on the rise and achievements of Changzhou-Ci group, so that the public from all over the world can feel the charm of Changzhou canal culture. It can also be promoted on campus to let primary and middle school students understand urban culture while receiving poetry education. Also can shoot Changzhou canal culture documentary, from the history of celebrities, folk customs, traditional culture and other dimensions to show Changzhou's unique water town canal charm. Popularizing science is conducive to the development of cultural industry and complementary to cultural and creative industry. To some extent, it improves the sore point that cultural and creative industry cannot fundamentally inherit culture, which is of great significance for inheriting the classic culture of Changzhou and publicizing the image of the city.

4.2 Making Use of Tourism Video to Spread

Shooting tourism video has become an important marketing mode in the era of pan-entertainment, including web celebrity live broadcast, vlog, etc. Some bloggers who share video can often expand the popularity of tourist destinations and mobilize the enthusiasm of fans. The promotion of tourism video can make the national people have some understanding of Changzhou grand canal. The promotion of some good tourism video can bring development opportunities for the tourism and economy of Changzhou canal, which plays an important role in the formation of Changzhou tourism brand. Some historical and cultural blocks can be selected in the Mid-Autumn festival, Dragon Boat Festival and other traditional festivals held garden festival activities to attract bloggers to shoot, so as to expand the influence.

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