

Research on countermeasures of China's Marine culture dissemination under the background of maritime power--Take Zhoushan City of Zhejiang Province as an example

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Abstract. The development of Marine cultural tourism is an important measure to promote the development of Marine economy under the background of maritime power. The report on the work of the 20th National Congress of the CPC emphasized speeding up the construction of a maritime power and promoting the dissemination and development of Marine culture. China's Marine culture is rich and diverse, but the coastal cities are faced with many problems in the actual dissemination process, such as the characteristics of Marine culture are not prominent, homogenization is serious, and integration construction is not formed. This paper starts with the current situation of Marine culture communication, analyses the existing practical experience and existing problems of Marine culture communication, and takes Zhoushan City, a famous coastal city in Zhejiang Province, as an example to discuss the countermeasures for the construction of China's Marine culture communication system under the background of maritime power, so as to promote the new development of Marine culture communication.

1 Connotation of Marine culture

Marine culture is a cultural system created by human beings in the long history of Marine production and life, including Marine folklore, Marine literature, and human landscape related to the sea. In Introduction to Marine Culture, Qu Jinliang proposed that *the essence of Marine culture* is the interactive relationship between human beings and the ocean and its products, and believed that Marine culture plays a fundamental role in the development of the ocean.^[1] The development of Marine culture is of great significance to the development of China's Marine power and to the requirements of the history of world Marine civilization.^[2]

For China's Marine culture, from the source of the development of the Chinese nation all the way to explore, our industrious and intelligent ancestors once created a brilliant Marine culture. Ancient Chinese people have long been committed to the development and utilization of the ocean, such as the compass, one of the "four great inventions", is an outstanding representative of China's ancient Marine scientific achievements. Qi culture, Mazu culture and Zhenghe culture in ancient China are all important branches of Marine culture.

Therefore, it is of great significance to develop Marine culture and promote its external dissemination.

2 Current situation of Marine culture communication in China

2.1 Policy support

In 2016, the state issued the National Outline for the Development of Marine Culture, which makes plans for the development of Marine culture in the next ten years. The state strongly supports the accelerated development of Marine cultural industries and actively promotes the development of Marine cultural undertakings. By 2025, the supply capacity of Marine cultural products and services will be greatly improved, and the construction of island culture will be significantly strengthened. Key areas of Marine culture have developed by leaps and bounds, a team of Marine cultural talents has been formed, and foreign exchanges in Marine culture have been deepened. At the same time, since the issuance of the 14th Five-Year Plan for National Marine Economic Development in 2021, the state has vigorously emphasized the construction of a national Marine culture exchange pilot area, strengthened the popularization and publicity of Marine culture and Marine awareness, and formed a new highland for the development of Marine culture.

In 2022, the Party's 20th National Congress report also stressed that to develop a maritime power, it is necessary to consolidate the development of Marine culture, use flexible policies to promote foreign

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exchanges of Marine culture, and boost the image of China's maritime power.

The construction of Marine culture is an important part of building a Marine power, and also an important part of building a socialist cultural power. We will strengthen the confidence and strength of maritime culture, carry forward the fine traditional Chinese culture, promote exchanges and mutual learning of Marine culture, develop and innovate Marine culture with Chinese characteristics and highlight the characteristics of Chinese civilization, and constantly enhance the soft power of maritime power, which will provide strong support for accelerating the development of maritime power.

Culture is the soul of a country and a nation. The country's culture will prosper, and the country's culture will be strong. China is a big maritime country. The maritime civilization, together with the river civilization, farming civilization and nomadic civilization, constitute the splendid Chinese civilization, which embodies the great spirit of the Chinese nation: diligence, courage, unity, progress and unremitting self-improvement.

The report to the Party's 20th National Congress also pointed out: "Develop the Marine economy, protect the Marine ecological environment, and accelerate the construction of a maritime power." Establishing self-confidence in Marine culture and strengthening the belief in cultural self-improvement are the values basis for accelerating the construction of a maritime power. To accelerate the construction of a maritime power, we must firmly promote self-confidence in Marine culture.

Zhoushan City of Zhejiang Province, also known as Zhoushan Islands, is the largest archipelago in China, with 1390 islands of all sizes, forming the only sea island type prefecture-level city composed of islands in China, known as "the city of Thousand Islands". The total area of the city is 22,200 square kilometers, including 20,800 square kilometers of sea area. Zhoushan Islands are rich in Marine aquatic resources and Marine tourism natural resources. The Marine culture has a long history, basically gathers the types of Marine cultural resources of China's islands, and has excellent conditions for developing Marine cultural industry on islands. It is a famous fishing ground and an important base for Marine fisheries in China, and is known as the "fishing capital of the motherland". The Zhoushan government has also emphasized repeatedly in the government work report that it should promote the construction and dissemination of Marine culture. It is committed to building an "international garden city" and helping the construction of a maritime power through the development of Marine culture. It can be concluded that promoting the publicity and foreign exchanges of Marine culture, and thus promoting the construction and development of Marine culture are strongly supported by the state, and play an important role in the construction of a maritime power.

2.2 Existing problems

The current researches show that China's existing Marine culture is rich, diverse and profound, but there are many development problems. Relying on historical and cultural resources, China's Marine culture has diversified categories.^[3] However, since the reform and development, the development of China's Marine culture still faces defects such as scattered categories and lack of mass power (Liu Wanqi, 2022). The development of Marine culture is still a new thing in the development of China's industrial economy, the brand effect is insufficient, the characteristics of Marine culture are not clear enough, and it is difficult to achieve the development goal (Guo Jin, 2020).

When exploring how to effectively develop Marine culture, relevant research focuses on the perspective of Marine culture communication. Relevant studies hold that an important part of promoting Marine construction from a cultural perspective is to promote the effective dissemination of Marine culture in our country. China is in an important opportunity period for the development of cultural industry, in which we must make good use of scientific and technological innovation means and explore cultural communication schemes under the new media of the Internet.

It can be seen that in the discussion of solving the communication problem, the current domestic research focuses on how to promote the promotion of Marine culture, mainly from the aspects of exploring characteristics and brand effect, and slightly mentions the use of scientific and technological innovation to accelerate the dissemination of Marine culture, but does not involve how to integrate the construction of Marine culture communication system, and the countermeasure research is too scattered and not deep enough.

3 Existing practice of Marine culture communication in China

In order to further explore how to build a Marine culture communication system, our team sorted out the existing preliminary practice and realistic problems on Marine communication in coastal cities, and took Fujian Province, Guangxi Province and Xiangshan County of Ningbo City, Zhejiang Province as examples, drawing on the experience of various provinces and cities to provide support for further development.

3.1 Marine culture in Beibu Gulf of Guangxi

As one of the starting ports of the Maritime Silk Road, Guangxi Beibu Gulf undertakes the important mission of the development of Marine culture. At present, the communication of Marine culture mainly relies on Beibu Gulf Radio and Guangxi website, which reports Marine news, propagates Marine culture and promotes the communication of Marine culture from the government level. However, it can only carry out "matrix" communication, with limited effect. Moreover, the communication content is insufficient and unattractive to

the audience due to the neglect of the communication of minority Marine culture.^[4] In the Internet era, traditional media spread the conference through the copy, the initiative is in the hands of government departments, but there are also problems such as lack of characteristics and lack of attraction. In the new practice, the Beibu Gulf of Guangxi excavates the Marine cultural characteristics of the Jings, the only Marine minority in China, extracts the cultural characteristics, improves the recognition, and builds a unique brand of Marine culture. At the same time, in the communication of Marine culture, Guangxi Beibu Gulf transfers the initiative of information communication from the government to the audience, pays full attention to mainstream media and emerging media, uses platform thinking to carry out "co-construction and sharing", changes the one-way communication mode of traditional media, strengthens the two-way interaction with the audience, and makes the external communication of Marine culture unique and interactive.

3.2 Marine Culture of Fujian Province

Fujian has a long coastline with a coastline of 6128 kilometres and abundant Marine resources. In Fujian, the famous characteristics of Marine culture include Mawei ship management Marine culture, Ningde Marine culture, Changle Zheng He ocean culture, etc. The Marine culture is unique, but the competitiveness in the field of cultural communication is not strong. In the dissemination of cultural industry in Fujian province, the traditional methods such as administrative division and per capita are mainly relied on, which leads to serious homogenization and insignificant characteristics of Marine culture in various regions. In the application of emerging media, Fujian tries to use the Internet to carry out new media publicity, but it is difficult to receive effective feedback due to excessive geographical restrictions and content homogenization. The Fujian Provincial government work report in 2023 pointed out that it is necessary to build a new situation of Marine culture communication of "Marine culture to see Fujian", use and accurately excavate the Marine cultural connotation behind. In the communication, make full use of the characteristics of different medias, focusing on cultural connotation, picture, soundtrack and copy for communication, adapt to the communication requirements of new media, and create a new scene for the communication of Marine culture.

3.3 Marine culture of Xiangshan County

Xiangshan County, located in Ningbo City, Zhejiang Province, is surrounded by the sea on three sides and surrounded by two harbours. It has the connotation of Marine culture, rich in eight Marine characteristics, such as fishing culture, Tashan culture, maritime commerce culture and local folk culture. In the exploration of Marine culture communication, Xiangshan Media Centre is committed to building a mobile communication platform integrating network, newspaper, television, etc.

The 24 sets of Marine culture communication column "Reading Xiangshan" launched is a successful practice of Marine element communication on the integration media platform.^[5] In the face of the problems in China's Marine culture communication, such as the content features are not significant, the communication is mostly focused on news reports, and the public interest cannot be aroused, Xiangshan County made full use of the advantages of new media in 2022 to create Xiangshan's promotional video, build the brand of Xiangshan Marine culture through interaction with the audience, and pay full attention to the power of youth. Through the training of Marine communication talents to carry out effective Marine culture communication.

4 Research on countermeasures for the communication of Zhoushan Marine culture

4.1 Deeply explore the connotation of Marine culture

As a Marine city, Zhoushan has rich Marine cultural resources, but there are still some problems in the mining of Marine cultural connotation: the long culture of many regions has not been well demonstrated, for examples, the development of folk culture in Dinghai ancient city has not distinctive characteristics, cultural deposits have not been demonstrated and other problems; The characteristic positioning of tourist attractions is not clear enough, resulting in the lack of regional characteristics, for example, in Zhoushan's famous tourist attraction "Peach Blossom Island", there is no project brand aiming at its own martial arts and marine culture characteristics; The development of Marine cultural and creative industry is ignored, and there are shortcomings in innovative development.

To solve the above problems, we can proceed from two aspects:

First of all, strengthen the research and academic exploration of Marine culture.^[6] Establish a special Marine culture research institution, organize scholars and experts to conduct in-depth research and academic exchanges, and promote the theoretical research and practical innovation of Marine culture. At the same time, young people should be encouraged to invest in Marine culture research to cultivate new forces of Marine culture research.

Secondly, strengthen the protection and inheritance of Marine cultural resources. Zhoushan's famous puppet show culture originated from Dinghai Ancient City, but in the actual inheritance faced with no successor, local support and other problems, in this regard, we believe that the establishment of Marine cultural heritage protection institutions, formulate relevant laws and regulations, strengthen the protection and management of Marine cultural heritage. At the same time, carry out the Marine culture inheritance activities with Zhoushan characteristics, organize the exhibition and performance of Marine culture and art. In the dialogue with the

puppetry inheritors, we learned that inheritors of intangible cultural heritage in Zhoushan are very willing to perform intangible cultural heritage, inherit Marine culture, and highlight the regional characteristics of Zhoushan Marine culture.

4.2 Training talents for disseminating Marine culture

At present, there is a shortage of talents in Zhoushan Marine culture communication. First of all, the lack of professional Marine culture communication talents leads to the poor quality and effect of Marine culture communication. Moreover, the training of Marine culture communication talents is not systematic and perfect. Therefore, we need to adopt a series of strategies to train talents of Marine culture communication.

In response to the above problems, we summarize and study two strategies:

First of all, strengthen the training of Marine culture communication. Marine culture communication majors can be set up in colleges and universities, and relevant courses can be set up to train professionals with theoretical and practical abilities of Marine culture communication. At present, the laboratory training practice of Xiamen University in Marine culture construction has been carried out nationwide. In Zhoushan City, Zhejiang Ocean University, as a university jointly built by provinces and cities, is also committed to cultivating composite talents, which can strengthen the depth and breadth of talent training in the future. At the same time, strengthen cooperation with related industries, provide cultural communication practice opportunities and internship positions, and attract students to engage in Marine cultural communication industry.

Secondly, strengthen the training of Marine culture communication talents. Organize training courses for Marine culture communication talents, provide systematic training and learning opportunities, and enhance the professional ability and quality of Marine culture communication talents. At the same time, pay attention to the cultivation of cultural communication talents with international vision, which lays the foundation for the internationalization of China's Marine culture.

4.3 Establish a system for disseminating Marine culture

Marine culture communication is not a simple superposition and mechanical integration of publicity and communication, but a communication system of a complex system. At present, Zhoushan municipal news media is organized by Zhoushan Daily, and now it has edited and published Zhoushan Daily, Zhoushan Evening News, Zhoushan Township Voice Newspaper, and undertakes Zhoushan Network. Zhoushan network is the only municipal comprehensive portal website in Zhoushan City, which mainly focuses on news publicity, with relatively single content and fewer channels. In this

regard, we believe that the Marine culture communication system of Zhoushan is not perfect: on the one hand, the lack of unified Marine culture communication platform and channel leads to the poor effect of Marine culture communication; On the other hand, the content and form of Marine culture communication are still relatively simple, lacking innovation and diversity. Therefore, it is urgent to build a perfect Marine culture communication system.

We believe that the establishment of a perfect Marine culture communication system needs to achieve the following two points:

First of all, build a unified platform for the dissemination of Marine culture. Establish a comprehensive platform integrating the display, exchange and promotion of Marine cultural resources, provide diversified channels for the display and dissemination of Marine culture, and let more audiences who love Marine culture participant in and understand Marine culture.

Secondly, innovation and diversity in the dissemination of Marine culture should be encouraged in this new media age. At the same time, support the development of Marine cultural media and encourage innovative forms of Marine cultural communication, such as micro films, documentaries, animations, etc.

5 Conclusion

China's maritime culture is characterized by peace, initiative, openness, compatibility and exploration. Its unique charm and value lie in the important role it plays in enriching traditional Chinese culture, cultivating the spirit of national exploration and promoting opening-up.

In China, the construction of advanced Marine culture is guided by the theoretical system of socialism with Chinese characteristics, centering on and serving the strategic goal of becoming a powerful maritime country, vigorously carrying forward the core values of Marine culture, actively promoting innovation in Marine culture, developing Marine culture industries, enhancing the vitality of Marine culture development, and enhancing the public's awareness of Marine territory. It provides strong spiritual motivation, intellectual support and ideological guarantee for the implementation of the strategy of maritime power. The core value system of Chinese traditional Marine culture should be established by strengthening the exploration and collation of Marine culture and theoretical research. Through the innovation of Marine culture, the Marine culture is endowed with vivid characteristics of The Times; Through the promotion of Marine culture, the whole nation's awareness of the ocean should be raised, new Marine values and scientific outlook on development should be established, and a good atmosphere for the whole society to pay attention to the ocean, develop the ocean and protect the ocean should be formed; Through the development of Marine culture industry, promote the development of Marine industry and coastal sea-related industries. Finally, China's Marine culture will be built into an advanced socialist Marine culture that advocates

the national character, maintains the advanced nature, reflects The Times, and can shoulder the strategic spiritual cornerstone of the Marine power.

Therefore, based on the significance of Marine culture and the development status of China's Marine culture, we analyze the existing practice of Marine culture communication in China, starting from the existing practice of Marine culture communication in coastal cities, and seeks development rules and future feasibility of innovation and development. Based on the research content and conditions of Marine culture, Zhoushan Island, Zhejiang Province, is selected as a pilot to analyze the feasibility of Marine culture publicity under the background of Marine power. In the context of maritime power, the development of Marine culture as a flexible policy has an important role. Through effective research, we aim to explore the overall countermeasures for the development of China's Marine culture, promote the construction of the communication system of Marine culture, promote the effective communication of Marine culture, promote the development of Marine economy, and promote the construction of a maritime power.

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