

Relying on We Media to Expand the Global Influence of Traditional Chinese Culture

-- Take the Production Technique of " Lu'an Guapian " as an Example

Zhaozhao Qiao, Xueyi Li, Lele Qin

School of International Economics and Trade, Anhui University of Finance and Economics,
Bengbu 233000, Anhui, China

Abstract

This paper focuses on the spread of Traditional Chinese culture in the current consumption environment, taking the production technology of Luan GuaPian as an example, discusses the brand building and content professional selection and promotion in the process of management of Luan GuaPian, and discusses how to enhance the influence of traditional production technology in the professional selection of content and platform. The unique historical tradition and fine production details of Luan GuaPian have laid a certain position in Chinese tea, but for the modern promotion of Lu 'an melon slices, it is still in urgent need of network communication and close cooperation on the basis of self-production and self-sale. The effective operation of The network promotion of Luan GuaPian needs to rely on the diversified platform of we media and the in-depth audit of the content, and the professional promotion content needs to be achieved. Based on the content selection of "we media" platform, this paper explores ways to attract followers by relying on "we media" to expand the global influence of Traditional Chinese culture.

Keywords

We Media; Luan Guapian; Network Promotion.

1. Introduction

The widespread spread of Traditional Chinese culture cannot be separated from the support of "we media", while the inheritance and promotion of Luan GuaPian making skills, as a part of traditional culture, also needs to be further developed by "we media" platform. With the rapid development of mobile Internet, people have entered the era of "we media". At present, massive information resources are constantly spreading and sharing on various platforms. The virtual nature of users' communication and interaction on the Internet and the dynamic nature of information transmission have brought great challenges and new opportunities for inheriting and promoting excellent Traditional Chinese culture. Look to the current consumption environment, since the application of media to a great extent, enriches the ways to spread traditional Chinese culture, can make good use of the media, blend in Chinese traditional culture from media content creation and the choice of diversified publishing platform in the form of appropriate to promote, can make some traditional production techniques reinvigorated, also can encourage people to participate in enough protect, inherit and carry forward the positive role of Chinese excellent traditional culture. Such as Luan GuaPian making skill, has the unique historical tradition and meticulous technical details, but for the mass, in the purchase of Luan GuaPian meet the demand of daily consumer know about the process behind is less, this also

prompted us to think how to further promote in the Internet age Luan GuaPian and its production techniques, to expand the global influence of Chinese traditional culture.

2. The Historical Tradition and Production Details of Luan GuaPian

Luan GuaPian, also known as "piece tea", is a special kind of green tea, produced in Lu 'an City, Anhui Province, is a national historical tea. The tea is made from a unique variety of local tea, which is shaped like melon seeds through a unique and traditional processing technology[1]. Lu 'an melon slice is also one of China's top ten famous tea, referred to as melon slice, is a lot of tea is extremely high quality tea. Tea production in Lu 'an began in the Qin and Han Dynasties. In the Tang Dynasty, Lu Yu's Classic of Tea was known as "Lu 'an (Tea) in Lu Zhou". There are also records of "sliced tea" in ancient books of the Song Dynasty [2]. Ming dynasty scientist Xu Guangqi recorded that the piece of tea in Lu 'an should be the best tea. In the Qing Dynasty, Lu 'an melon slices were once the imperial designated tribute tea. After the founding of the People's Republic of China, as the special offered tea of the Central Military Commission, Lu 'an melon slices are still top grade tea. In 2010, as one of the ten famous teas selected for the United Nations Pavilion in the World Expo China, Lu 'an melon slices continued its excellent quality. Lu 'an melon slices in 2020 was also selected in the Chinese brand value list, elected Chinese tea region of the top ten public brand value.

The leaves of Lu 'an melon slices are mellow and mellow, and can keep the shape of a single leaf when bud is removed, and the leaves will not be mixed with the taste of grass; The tea stem of Lu 'an melon slices has gradually become lignified in the whole process of tea production. After removing the tea stem, it can ensure that the taste of brewing tea is rich but not bitter, mellow but not astringent. The picking season of Lu 'an melon slices is generally within ten days before and after the annual grain rain season. The two or three leaves are selected when picking, and the pursuit of "strong" rather than "tender" leaves. Lu 'an melon slices are very particular about "raw material requirements", the key is the "shape" requirements, pay attention to single tea, no bud, no stalk, leaf margin back roll, straight flat[3]. Lu 'an melon slices after brewing bright color, green elegant, clear aroma, mellow taste.

3. The Problems Existing in the Promotion of Lu 'an Melon Slices

With the rapid spread of we media, Chinese traditional culture has been widely disseminated in more colorful forms and inclusive and open contents. Lu 'an melon slices condensed the wisdom of tea farmers in western Anhui, is a very rare kind of green tea in Chinese tea, in the top ten tea in China[4]. Using we media to promote the production techniques of Lu 'an melon slices will help expand the global influence of Traditional Chinese culture.

Lu 'an melon slices brand influence to be further improved. According to the "2021 China Tea Regional public Brand Value Evaluation Report", The brand income of Lu 'an melon slices in the evaluation is 216.9449 million yuan, ranking the top 20 tea regional public brands in brand income, but the ranking is lower; However, the brand income per unit sales of Luan GuaPian is 40.25 yuan/kg, which is not listed in the top 20 tea regional public brands in terms of brand income per unit sales. Compared with dongting Mountain Biluochun, Wuyang Chunyu and West Lake Longjing tea, the brand premium capacity is insufficient [5]. These data reflect the shortcomings of Lu 'an melon slices in communication, such as less investment in communication, similar communication methods, low quality communication content and other problems, causing consumers to fail to form a more unique cognition and understanding of Lu 'an melon slices through brand communication, and fail to form a high brand influence. Brand communication is the weakness of most tea regional public brands in China. Therefore, increasing publicity, enriching communication methods and spreading high-quality

content is conducive to promoting the promotion of Lu 'an melon slices and their production techniques.

At present, the sales method of Lu 'an melon slices is more traditional. Although many tea enterprises have tried to carry out online promotion, host with goods and other sales methods, as for the sales of Lu 'an melon slices, the local e-commerce platform has a small coverage, insufficient platform influence and small transaction scale, and most of the transactions are still the original way of self-production and self-sale. In terms of the choice of sales mode, most of the melon slices tea enterprises in Lu 'an mainly adopt the shop mode, and the mobile terminal mode is gradually increasing, while the Internet mode is less. Promotion through the website or the third party mode is still the current Lu 'an melon leaf tea enterprise promotion deficiencies. At present, the promotion of Lu 'an melon slices production technology lacks planning for potential consumer groups. Some itself is free software, such as WeChat, users in the use of WeChat function will not be required to pay fees, and use the need when this kind of APP traffic costs are relatively low, the user can bear range, the user can with family and friends on this kind of APP for video, voice, words or pictures, documents and other forms of communication and sharing information, behind it is a huge consumer groups. However, the promotion of Lu 'an melon slices is not strong enough on this type of platform, and has not accumulated to a certain consumer group, which also reflects that tea enterprises do not pay enough attention to the Internet account management and network promotion.

4. Solution: Expand the Global Influence of the Production Technique of "Lu 'an Melon Slices" by Relying on We-media

According to the advantages of resource endowment, vigorously developing the tea industry in Lu 'an is an important embodiment of determining the accurate industrial division of labor in the process of Lu 'an city integrating into the economic circle of the provincial capital [6]. Compared with other regions of tea production in China, the difference in the resources of melon slices in Luan and other regions affects the difference in the prices of cultivation of melon slices and tea picking and tea making in different regions, which also determines the total cost difference of tea production in different regions. Therefore, Lu 'an city of Anhui Province has huge advantages and interest space in the production and promotion of Lu 'an melon slices. From this point of view, in order to make full use of this comparative advantage, it is very important to create a superior brand to highlight the brand effect for the promotion of Lu 'an melon slices.

In order to improve the market influence of Lu 'an melon slices, Xu Shaoshuang et al. (2006) proposed to actively carry out cooperative economic organizations and improve the professional development capacity of Lu 'an melon slices through the organization of tea farmers. The key to the industrialization of Luan GuaPian is to establish the interest connection mechanism of risk sharing and benefit sharing. In order to truly become the strong support of the industrialization of Luan GuaPian, we must improve the organizational level of tea farmers [7]. Wang Maosheng (2018) believes that to strengthen the brand building of Lu 'an melon slices, it is necessary to integrate brand communication, formulate communication strategies in line with products, and take the differentiated brand development route [8]. For the protection and promotion of the brand construction and production techniques of Lu 'an melon slices, scholars discussed from the perspectives of building benchmark enterprises, increasing communication efforts, combining tea production and marketing with tourism, and standardizing the quality system of tea market, providing many ideas for the promotion of Lu 'an melon slices.

Luan area of Anhui Province is the main production area of melon slices, among which there are more core production areas, such as Guihua village, Malibu Town, Jinzhai County, local

villagers have been planting tea tradition. Tea has unique technology of picking and frying, these complicated technical details affect its production and management process to a great extent [9]. But the technical details of the complex and delicate more embodies the kind of tea tea uniqueness, combined with the characteristics of the Luan GuaPian picking tea, tea and other details in order to live, short video, social networking platform to share and show to the world is not only for the promotion of the production techniques, but also in the excavation of the traditional tea process charm and humanistic feelings.

4.1. Promote the Production Technique of "Lu 'an Melon Slices" through the Internet Platform

According to the Research Report on the Operation of Big Data of the Global Tea Industry and the Innovative Development Trend of China's Tea Industry in 2021, with the rapid development of China's digital industry economy, China's tea market has gradually stepped out of the entity business model and opened an online sales model more suitable for contemporary consumers [10]. For online sales, the promotion of Lu 'an melon slice production techniques can focus on social media, short video, live broadcast, wechat public account push and other new marketing modes to promote the growth of tea online market scale. At present, the young users of tea consumers are increasing, in such a consumer environment, innovative marketing is conducive to more fit the psychological expectations of consumers, close the distance with consumers, attract more market attention, so as to further improve the comprehensive competitiveness of Lu 'an melon slices in the tea market.

Good publicity is an effective way to promote sales, and the investment of publicity funds should be increased. The publicity of melon slices should focus on the cultural connotation of historical tea and the unique quality of green tea, and make full use of news media and various cultural activities to expand brand awareness and win market share [11]. The in-depth development of mobile Internet has promoted the rapid penetration of "we media" in the market, provided a broader space for consumers to make consumption decisions related to network information, and facilitated information sharing. Luo Rong et al. (2020) pointed out in their study that the use of the Internet has improved the convenience of consumers' access to information and reduced the cost of residents' information collection, so it will be a driving agent to encourage residents to expand consumption [12]. On the mobile Internet, it has become a new trend to pay attention to all kinds of information pushed by web pages in fragmented time, watch the promotion of social platforms and personal sharing of content, or watch the live broadcast of goods by network bloggers, and the product information will be imperceptibly transmitted to viewers. The same idea can be applied to the promotion of the production technology of Lu 'an melon slices. Through the way of we media, we can accumulate a large number of potential consumer markets for Lu 'an melon slices, and at the same time accumulate a certain customer base, so as to further achieve the effect of promoting the traditional culture of its production technology. With Internet thinking, combining the advantages of Lu 'an melon leaf tea and its tea culture, the process of traditional craft and manual production is presented to consumers in detail. Live broadcast interaction can enable more audiences to understand and pay attention to the production process and nutritional value of Lu 'an melon slices tea, further enhance the brand effect and market reputation of Lu 'an melon slices, and promote the economic development of the Production area of Lu 'an melon slices. At present, many live activities to explore Lu 'an melon slices have received positive feedback and achieved good results. This promotion method is conducive to the production technology of Lu 'an melon slices more deeply rooted in the hearts of people, creating a good reputation and accumulating fixed consumer groups.

4.2. Increase the Exposure of the Platform and Increase the Number of Online Consumers

At present, the short video rising and active with the help of mobile Internet technology is essentially promoting content value under the continuous enabling of technology, which also needs to follow the internal requirements of technical logic, namely more professional content production and more intelligent content distribution [13]. In terms of the degree of specialization of content production, Lu'an melon leaf tea enterprises are required to create a professional team in promotion, and further achieve the specialization and precision of We-media promotion content while improving the quantity and quality of publicity content. In terms of content distribution, it involves the promotion platform chosen by tea enterprises. Promotion of Lu'an GuaPian traditional production techniques in contemporary consumption environment is facing great challenge, so choosing a platform not only can be in CCTV, Tencent, Weibo and Baidu advertising platform on the corresponding advertising and promotional content such as video, can also try the Weibo, Zhihu, Bilibili, the Little Red Book, Tiger Tooth, Palm Reading, Himalayan and other more sophisticated media platforms which have more consumers. For Luan GuaPian, it is necessary to find a media platform matching its own characteristics and create hot topics to attract more page views during promotion. For example, in terms of production skills, Lu'an melon slices need very careful operation in tea picking, plate and other stages. Making, fry pan, fry pan, hair, pull small fire, fire fire, tea crate charcoal grey, charcoal fire, the flames YingChe, carry basket go bake, a hood, namely the second and third pay brasier, alternates, a lifting step, baked while turn, rhythm closely cooperate with the tacit understanding, is like the ancient dance, number in more than 80 times, until the frosting, fragrant flavor [14]. The deep combination of content and platform is conducive to mining emerging traffic, attracting more potential consumers, and promoting Lu'an Melon slices to maintain business growth capacity. At the same time, the platform algorithm can further show the production skills of Lu'an melon slices to interested consumer groups.

4.3. Broaden the Promotion Perspective and Enrich the Promotion Content

Liu Hongda et al. (2018) pointed out in their research that from the perspective of sustainable competitive advantage, the industry chain of Lu'an melon slices has also expanded horizontally from a single tea to tea surrounding culture, tea farm ecological tourism and other products, and boosted the cluster development of Lu'an melon slices with a stable industrial network and obtained lasting competitive advantage with the networked operation system [15]. For the further promotion of Lu'an melon slices and their production techniques, the application of the overall thinking is extremely important, that is, the publicity and promotion content focuses on the traditional production techniques, at the same time, some attention is also paid to the culture around the production area of Lu'an melon slices, tea house ecological tourism, tea tree conservation and protective picking. Explore the construction of Lu'an melon slice production technology tourism routes, to build a collection of tea picking, tea making, accommodation, catering, entertainment, culture and leisure as one collection of the melon slice tea's promotion in the whole.

4.4. Pay Attention to the Efficacy of Lu'an Melon Slices and Promote Them in Combination with Their Efficacy

Luan GuaPian has certain characteristics in efficacy, such as it can be used as a drink to quench thirst in summer, but also has the advantage of clearing the mind and bright eyes. In addition, it also has the effects of detoxification, refreshing one's mind, inhibiting bacteria, sorting out intestinal tract and so on. Luan GuaPian also contain various chemical components, such as flavonoids, tea polyphenols and so on, with certain health care effects, in line with the current demand for healthy diet. As a kind of plant secondary metabolites, flavonoids in tea have a wide

range of biological activities, and have broad application prospects in food, medicine and other fields. Related activity experiments have also proved that flavonoid glycosides in flavonoids can effectively inhibit lipid accumulation and play a role in reducing fat and weight loss [16]. Lu'an melon slices are rich in tea polyphenols, which have antioxidant properties. Tea polyphenols have strong scavenging ability on active oxygen free radicals and lipid free radicals in the body, in addition to anti-distortion, anti-genotoxicity, hypoglycemia, antagonism against alcohol, inhibition of tumorigenesis and prevention and treatment of neurodegenerative diseases [17].

5. Summary

Relying on We-media to promote the production technology of Lu 'an melon slices is a very typical way of promotion in the current tea sales process, which is conducive to promoting the brand building of Luan GuaPian. In recent years, the promotion of "we media" has exerted a subtle influence on the public. In the process of promoting various commodities and crafts, the traditional Chinese culture contained in "we media" has gradually been conveyed to the public. Intimate communication makes information sharing more convenient and attractive, and this effect can be achieved with the help of we media. The promotion of "we media" is characterized by clear participants and flexible and decentralized sales links. This kind of promotion works well because it has a good communication platform and a wide user base. This paper takes the promotion of the production technology of Luan GuaPian as an example, hoping to discuss effective ways to improve the influence of Chinese traditional culture in the current consumption environment through the professional production of the promotion content and the selection of publicity platform from multiple perspectives.

Acknowledgments

Foundation: National Innovation Training Program for College Students: Expand the Global Impact of traditional Chinese culture relying on "We Media" - -Take the production skills of "Lu'an Melon Tablets" as an example (202010378133).

References

- [1] Shuigen, Y. (2011) The origin of ten famous Teas in China. *Agricultural archaeology*, 05, 306-311+320.
- [2] Guohua, Z. (2007) Casual research on Luan Guapian. *Agricultural archaeology*, 02, 230-231.
- [3] Zongjun, D., Xicun, C., Maojuan, C. and Hui, C. (2019) Present situation and improvement technology of lu 'an melon slice production. *Modern agricultural science and technology*, 18, 194+196.
- [4] Changqing, P. (2017) Taking the tea industry as an example to analyze the strategic breakthrough of rural economy--Taking the western Anhui region as an example. *Fujian Tea*, 39(01), 76-77.
- [5] Xiaoyun, H., Chuang, L., Chunli, W., Qian, W., Jianzhen, Z. and Jinmin, S. (2021) Chinese tea regional public brand value evaluation report. *Chinese tea*, 43(05), 32-51.
- [6] Zhe, W. (2008) Discussion on brand management strategy of Luan Melon slices. *Chinese Agricultural Science Bulletin*, 07, 520-522.
- [7] Shaoshuang, X. and Bin, Liu. (2006) The organization of tea farmers: the realistic choice of Lu'an melon slices. *The villages and towns economy*, 06, 15-18.
- [8] Maosheng, W. (2018) Study on brand innovation strategy of traditional tea brand. [D] South-Central University for Nationalities.
- [9] Wei, F. (2020) The social foundation of agricultural transformation--A sociological study of the details of tea business. *Society*, 40(04), 26-51.
- [10] Xinwei, L. (2021) The expansion of tea's online promotion. *China's foreign trade*, 08, 58-59.
- [11] Xingkun, L. (2005) The present situation and thinking of the development of Lu'an melon slice. *Anhui Agricultural Sciences*, 06, 1132-1140.

- [12] Rong, L., Chuhui, P. and Yonghui, L. (2020) Will Internet use boost household consumption?-- Analysis based on "two-stage consumer willing-behavior conversion theory". *Consumption economy*, 36(05), 57-67.
- [13] Xinzhu, P. (2021) Content production and Public interpretation of popular science short videos in We media--Discussion on the establishment of dialogue rules. *Chinese editor*, 03, 33-37.
- [14] Zhe, W. and Guangjun, S. (2007) Discussion on the history and culture of Lu'an melon slice tea. *Agricultural archaeology*, 02, 232-235.
- [15] Hongda, L. and Lei, F. (2018) Analysis on the breakthrough path of Lu'an melon slice industrial cluster from the perspective of sustainable competitive advantage. *Tianjin agricultural science*, 09, 18-21.
- [16] Wuxia, B. (2017) Isolation, identification and activity of flavonoids and glycosides from Lu'an melon slice. [D] Anhui Agricultural University.
- [17] Fen, L., Junjie, T., Yi, W., Yu, Q. and Lingang, L. (2017) Optimization of ultrasonic assisted extraction of tea polyphenols. *Guangzhou chemical industry*, 12, 50-51+74.