

Theoretical Logic, Methodological Path, And Dissemination Implications of Telling the Story of Liaoning Well in Applied Undergraduate Universities

Jian Song^{1, a}

¹Liaoning University of Media and Communications, Shenyang, 110000, China

^a234201996@qq.com

Abstract. This article focuses on the development of applied education in the context of the new era of education. The theme word is set as applied universities. Based on the characteristics of applied talent cultivation in applied universities, the theme of "Liaoning Story" with regional cultural features is selected to explore the theoretical logic, methodological path, and communication implications of applied universities in telling and telling the story of Liaoning well. In order to provide more meaningful exploration for the cultural connotation construction and image dissemination strategy of applied universities.

Keywords: Application-oriented universities, Liaoning story, Cultural connotation, Method path, Communication strategy.

1. Introduction

In 2022, the 20th National Congress of the Communist Party of China made important strategic arrangements for the development of private education. While fully recognizing the achievements of private education, it also put forward new requirements and directions for the development of private education in China. In the context of the new era of education, achieving the construction of a strong education country, establishing a talent training system, and empowering new quality productivity through education have become the latest requirements for educational development. Among them, the construction of cultural connotations has important internal strength. General Secretary Xi Jinping has emphasized the importance of cultural connotation construction in various industries and aspects on multiple occasions. General Secretary Xi Jinping pointed out that "Chinese culture has a long history and Chinese civilization is profound and extensive. Only by comprehensively and deeply understanding the history of Chinese civilization can we effectively promote the creative transformation and innovative development of excellent traditional Chinese culture, more vigorously promote the construction of socialist culture with Chinese characteristics, and build modern civilization of the Chinese nation.

Liaoning Story, as a comprehensive theme word with local cultural and aesthetic characteristics, is a concrete expression of Chinese stories, a synonym for Chinese stories, and another extension and sublimation of the cultural connotation of Chinese stories. Therefore, telling the story of Liaoning well is telling the story of China well, and telling the story of Liaoning well can fulfill the important mission value of telling the story of China well.

This article focuses on the private university where the author works, attempting to connect the educational philosophy and teaching methods of private universities with the cultural connotations and dissemination methods of Liaoning stories, in order to enrich the ways and methods for universities to tell Chinese stories well.

2. Theoretical Logic: Exploration of the Inner Construction of Private Universities

2.1. The advantages of private universities in running schools under the background of new era education

China is an ancient civilization with a long history of education development. During the Spring and Autumn Period and the Warring States Period, Confucius and others advocated private schools, which promoted the development of private education in China. The later Hundred Schools of Thought also benefited from this. The private education model holds an important position in the history of education development in China, and its advocacy of diverse perspectives and openness has deeply influenced the behavior and thinking of Chinese intellectuals.

After the reform and opening up, private education has experienced rapid development. From the 18th to the 20th National Congress of the Communist Party of China, the development of education has been more rapid, and private education, as an important force in Chinese education, has also made a leap from quantitative to qualitative changes. According to incomplete statistics from Baidu website, there are currently 764 private universities, accounting for approximately 25.36% of the total number of universities in China. In terms of quantity, it can be basically concluded that the number of private universities accounts for one fourth of the total number of universities in China. The overall layout of China's education force is composed of private education forces and other educational forces.

In the context of the new era of education, private universities have some advantages in running schools, which usually include: (1) the cultivation of entrepreneurial and innovative culture: Private universities often attach more importance to cultivating students' entrepreneurial spirit and innovation ability. They stimulate students' creativity and practical spirit by providing rich practical opportunities and encouraging them to participate in innovative projects, laying a solid foundation for their future development. (2) Close cooperation with industries: In order to enhance students' employment competitiveness, private universities usually establish close cooperative relationships with various industries. Through the combination of industry, academia, and research, internship programs, and employment guidance, private universities ensure a close integration between educational content and practical work needs. (3) Flexibility in fund utilization: Private universities have greater autonomy in fund management, which enables them to quickly adjust fund allocation according to changes in the education market, invest in the updating of educational resources and the improvement of teaching quality in a timely manner, and better adapt to the needs of educational development. (4) Efficient management and operation mechanism: Compared to some traditional educational institutions, private universities often have a more streamlined and efficient management system. This structural advantage enables them to respond quickly to market changes and student demands, thereby maintaining high efficiency in daily operations. (5) The flexibility and innovation of educational models: Private universities can quickly capture the latest trends and market demands in the field of education, thus demonstrating higher flexibility and innovation capabilities in curriculum design and teaching methods. This agility enables private universities to update their teaching content in a timely manner to meet the constantly changing needs of the industry and student groups.

2.2. Exploring the Connotation of Liaoning Stories from the Perspective of Cultural Confidence

Cultural confidence refers to a nation, a country, and a political party's full affirmation and active practice of their own cultural values, as well as their firm confidence in the vitality of their culture. Cultural confidence, along with confidence in the path, theory, and system, has become an important component of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era.

Culture is an important manifestation of internal attributes, deeply hidden in the shadows. The presence or absence of culture has a crucial impact on a person or subject, and the level of cultural literacy is also an important indicator of a person or subject's quality.

As a representative of local culture, the exploration of Liaoning stories should be closely linked to cultural confidence, fully tapping into Liaoning's rich historical and cultural resources, as well as the life experiences and spirit of struggle of the Liaoning people. Including the following five aspects: (1) Historical origins: The history of Liaoning can be traced back to the Liao Dynasty, when Liaoning was the political and cultural center of the Liao state, leaving behind many precious historical relics, such as the North Pagoda in Shenyang. In the Qing Dynasty, Liaoning was one of the birthplaces of the Qing Dynasty, and the Shenyang Palace Museum was an outstanding representative of architectural art during this period. These cultural heritages from historical periods not only witness the glory of Liaoning, but also become important materials for studying ancient Chinese history. (2) Geographical landscape: Liaoning has a unique geographical environment and abundant natural landscapes. The waves of the Bohai Sea, the winding of the Liaohe River, and the red beaches of Panjin Bay form a moving picture of nature. (3) Economic development: Liaoning's economic development has distinct characteristics. Shenyang, as the "Oriental Ruhr", enjoys a high reputation in its equipment manufacturing industry both nationally and globally. Dalian is renowned for its shipbuilding industry and marine economy, and is one of the important port cities in China. The people of Liaoning have created many remarkable economic achievements and produced a large number of outstanding entrepreneurs and entrepreneurial stories through their diligence and wisdom. (4) Cultural Inheritance: Liaoning's cultural traditions and humanistic spirit are equally rich and colorful. The splendid culture of Panjin, the Qing Dynasty architecture of Shenyang, and the maritime culture of Dalian are all important components of Liaoning culture. Liaoning's folk customs, opera art, traditional handicrafts, etc. not only showcase the wisdom and emotions of the local people, but also are treasures in the treasure trove of Chinese culture. (5) Cultural charm: Liaoning's cultural stories and folk legends are equally fascinating. From the Qingming Riverside Garden in Shenyang to the life of fishermen in Dalian, from the Five Dragon Pool in Anshan to folk stories from various places, these cultural landscapes and stories not only enrich the cultural life of Liaoning, but also showcase the optimistic, open-minded, and persevering spirit of the Liaoning people.

3. Method Path: Discussion on The Implementation of Empowerment Methodology for Private Universities

3.1. Communication in the context of digital technology

In recent years, the digital transformation required by the new era of education has penetrated into all aspects of education, from teaching content to teaching methods, teaching tools, and course evaluation. Digitization has gradually become involved in various stages, from teachers to students, from pre class, in class, to post class, from lesson preparation to homework review, from teacher digital thinking establishment to core digital literacy development. Educational digitization has penetrated everywhere. The digital revolution is a new round of opportunities and challenges after the Internet revolution, which will certainly have a significant impact on the development of education in the future. If we do not study and embrace digital technology, we will be eliminated by education and social productivity in the new era.

Digital empowerment in education is the liberation and development of educational productivity, a competition between manpower and computing power, and an important turning point in the modernization of education. As Hu Zhengrong pointed out, "The digital dissemination of time and space has disrupted the relationship between people and things, maximizing the potential of material, human, financial, and information resources, and bringing new value and significance to the dissemination of excellent traditional Chinese culture." [Hu Zhengrong: "Technology, Communication, Value - From 5G and Other Technologies to Social Reconstruction and Value Reshaping," People's Forum, Issue 11, 2019.] Therefore, private universities should make more efforts and attempts in the dissemination of traditional culture and in telling the story of Liaoning.

3.2. Innovative expression of Liao Dynasty intangible cultural heritage digital museum

The author takes the intangible cultural heritage digital museum of Liaoning Media College as an example to explore the specific paths and innovative expressions of private universities in telling the story of Liaoning well.

The Liaoning Intangible Cultural Heritage Digital Museum relies on Liaoning Media College, which takes the responsibility of inheriting and protecting excellent traditional Chinese culture. At the same time, the Liao Dynasty Intangible Cultural Heritage Digital Museum is one of the "Hundred Museums" projects in Shenyang City. The entire museum consists of four themed exhibition halls: "Fengtian Chengyi, Ancient Art Xinsheng, Shengjing Flavor, and Craftsmanship Building Dreams", covering more than ten categories including folk literature, traditional music, traditional dance, traditional drama, folk art, traditional art, traditional skills, folk customs, traditional medicine, traditional sports, entertainment, and acrobatics. These categories are closely constructed around the cultural heritage of the "Liaoning region", forming a path of presenting the story of Liaoning through "intangible cultural heritage+technology+Liaoning story". The museum has a total construction area of 4382 square meters and is also a comprehensive digital exhibition hall for intangible cultural heritage, integrating functions such as collection, exhibition, inheritance, experience, research, education, training, tourism, and intangible cultural heritage digital library.

In 2023, staff members of the Intangible Cultural Heritage Digital Museum and teachers and students from schools actively visited provincial-level intangible cultural heritage units, had face-to-face exchanges and discussions with intangible cultural heritage inheritors, and carefully designed and planned story themes such as their craftsmanship attributes, production processes, work characteristics, aesthetic features, and protection methods. Do your homework well in the early stage, actively learn and explore the characteristics and digital presentation methods of intangible cultural heritage works; Mid term close-up and subjective local processing of relevant images; In the later stage, high-tech artistic processing of intangible cultural heritage images is carried out through digital technology generation or editing. Deeply explore the "Liaoning Story" in the digital background of intangible cultural heritage, and form its own artistic characteristics in the final image, highlighting historical and cultural inheritance and contemporary value.

When telling the story of Liaoning, the Intangible Cultural Heritage Digital Museum focuses on the following three aspects.

3.2.1. Reviving the beauty of handicrafts, telling the warmth of storytelling

Chinese culture has a long history and a profound civilization. With the improvement of labor productivity, the Chinese have naturally formed a unique understanding of their own in life and work, and consider their labor as a craft, and are willing to call themselves craftsmen. The beauty of this handicraft represents a kind of focus and labor, that is, craftsmen inherit the legacy of their predecessors from generation to generation and always focus on their own handmade works. The beauty of this handicraft is simple and vivid, full of the beauty of labor and the taste of hardship.

The inheritor of the intangible cultural heritage of Hu Kuizhang Pen Village said: The process of learning ancient methods to make pens is very long, including material selection, selecting pen sets and carving, water basin, dry table, and the four stages of pen making, each of which requires meticulous manual production. It can be seen that the beauty of handicrafts exists in every aspect of pen making, and the story behind the production of this brush is more warm and has a deeper historical and cultural heritage.

3.2.2. Leading the power of technology, opening up innovative narrative display modes

With the development of the times and the advancement of technology, equipment and requirements have changed during the traditional filming process, and high-definition digital devices have become smaller and easier to operate. Intangible cultural heritage protection technology is based on digital photos and high-definition images, and collects video, sound, image, and text related to intangible cultural heritage for digital storage and storage through television and Internet media. The beauty of this "digital+storytelling" technology is reflected in the application of science and

technology, that is, the images imagined by the audience can be virtually realized, the boundaries between reality and non reality, and the connection between the past and the future have become easier, attracting more audiences.

The digital upgrade and renovation project of the China Xibe Museum, won by Liaoning Media College, highlights the beauty of technology. It includes six multifunctional digital experience areas: digital interactive display area, digital VR virtual experience area, 4D digital cinema, digital holographic projection, digital virtual image area, and digital virtual group photo experience. The digital exhibition hall allows visitors to understand, search, experience, and interact with culture.

3.2.3. Introducing the beauty of national spirit and creating thematic expression of connotation

The advent of globalization has broken down spatial and geographical boundaries, bringing people closer together. The psychology of human homeland, homesickness, and patriotism have been impacted. In the context of globalization, it is crucial to pick up the narrative and dissemination methods that belong to one's own national spirit.

The important spiritual beauty of using digital storage methods to tell the stories of Liaoning is self-evident. The dialects, ethnic languages, ethnic music, and folk songs in intangible cultural heritage works overlap and are presented in the space of the camera. The spiritual value of their ethnic manifestation arouses everyone's inner emotions and memories, which cannot be expressed by other media. As Wang Wenzhang, former Deputy Minister of Culture, once said, the intangible cultural heritage of a nation often contains the deepest roots of its traditional culture, preserving the original state that formed its cultural identity, as well as its unique ways of thinking, psychological structure, and aesthetic views. Therefore, telling the story of Liaoning well should pay attention to the presentation of the beauty of national culture, which is also the beauty of the spirit.

Chu Chunzhi, the representative inheritor of Manchu Paper Cuttings at the provincial level in the collection of the Liaochuan Intangible Cultural Heritage Digital Museum, has a full-bodied and magnificent work, which maintains the original and primitive traditional charm, reflects the scenes of Manchu people's production, life, war, emotion and other aspects, and has strong Manchu cultural characteristics. Manchu culture is the national culture, and its spiritual beauty is vividly portrayed on paper. The expression of the Liaoning story is linked to the spiritual national inspiration here.

4. Communication Implications: Exploration of Image Communication Strategies for Private Universities

4.1. Innovative strategies for university image communication of Liaoning University of Media and Communications

4.1.1. Establishment of Integrated Media Center and Application of Communication Platform

The expression and infiltration of Liaoning stories can establish the image of universities themselves, and their dissemination methods are very important. As a new form of media after all media, integrated media has new characteristics and features, and has penetrated into various industries and fields. Many mainstream media outlets have established integrated media centers to explore the future development of media. So, as an important part of national education, private universities have unique advantages and charm. Liao Chuan combines its educational advantages with its own characteristics to boldly explore and develop communication methods, application of communication methods, experimentation with communication media, and innovation of communication characteristics in cultural propaganda.

The Liaochuan Integrated Media Center unifies thinking, concentrates intelligence, faces the future, and gathers resources from three aspects: talent suggestions, technological means, and economic support. Emphasize the comprehensive and multi-dimensional display of Chinese culture and the image of universities. To build a multimedia community through digitalization, multimedia, and high-tech means, facing students and society, adhering to the unified principles of narrative,

visualization, artistic beauty, and experiential experience, constructing a people-oriented aesthetic perception multimedia community that is both online and offline, on campus and off campus, multi-channel and multi-path diversified.

4.1.2. Application of interdisciplinary and cross media comprehensive teaching methods for "Liaoning Story Theme+"

Telling the story of Liaoning well requires the use of comprehensive methods. Liaochuan has invested heavily in hardware and is fully committed to promoting the construction of digital and information-based campuses. It has built more than 60 smart classrooms, more than 20 computer rendering workstations, and 73 modern practical venues such as provincial-level satellite TV live broadcast halls, virtual broadcast halls, Apple workstations, and projection halls with world-class facilities. It has also built a large experimental theater with diverse functions, first-class facilities and equipment, and can accommodate more than 1000 people.

The above hardware resources can better serve the teaching methods of Liaochuan teachers. Teachers rely on numerous teaching venues and combine their own teaching tasks to strive for the construction of interdisciplinary and cross media comprehensive teaching methods. The "Liaoning Story Theme" mode can be introduced into course introductions, as well as into students' homework assignments during regular, mid-term, and final periods. Establish a thematic teaching package curriculum system. Apply the theme of Liaoning's six regions' red culture in ideological and political courses to the entire process of artistic creation. Interdisciplinary and cross media should transcend the boundaries of disciplines, majors, teachers, students, and venues, connecting different forms of expression such as media, art, and digital. Comprehensively utilizing this teaching method to better integrate the "Liaoning Story Theme+" into the teaching and education process.

4.2. Methods for cultural connotation construction and image construction of private universities in the era of intelligence

4.2.1. Tell the story of Liaoning well, enrich the cultural connotation construction of universities

General Secretary Xi Jinping has repeatedly emphasized the need to spread Chinese culture well. Chinese culture can be reflected in the Liaoning story in the Liaoning region. Therefore, how to tell the Liaoning story well and how to spread it has profound theoretical basis and practical significance.

Private universities can establish specialized teacher teams to delve into classic cases with Liaoning stories as the main theme. To establish a collection of Liaoning stories, classic cases of Liaoning stories, and a database of Liaoning stories, it is necessary to integrate these stories into the entire teaching process in a practical and profound manner, tell a good story, and cultivate students' thinking.

The Liaochuan Intangible Cultural Heritage Digital Museum selects intangible cultural heritage works, deeply explores the historical and cultural attributes and Liaoning story meanings behind the works, and presents the expressed ideas in a comprehensive and three-dimensional manner through the display and interpretation of the works and authors.

Intangible cultural heritage belongs to living culture, and intangible cultural heritage stories belong to the backstory. The inheritance of intangible cultural heritage should be based on human beings, and living forms can be disseminated in a digital way, which can achieve more vivid and lasting dissemination. Traditional crafts use digital methods as a medium of dissemination, fully meeting the dissemination needs of intangible cultural heritage and highlighting the significance of dissemination.

4.2.2. Exploring the "Liaoning Story+Digital" Communication Model and Establishing Image Construction Goals

Liaoning Media College has always adhered to serving local economic and cultural construction through cultural, artistic, and technological means, and fully utilized university teaching resources. With the theme of constructing the local culture of "Liaoning Story" and the purpose of protecting and inheriting intangible cultural heritage, it explores the creative transformation and innovative

development path of intangible cultural heritage digitization, presents the legendary life and intangible cultural heritage skills of intangible cultural heritage inheritors through digital images, tells the story of Liaoning through cultural inheritance, and solidly carries out systematic protection of intangible cultural heritage.

The "Liaoning Story+Digital" dissemination model can better reflect the internal development path of Liaoning stories. Billions of years of myths and legends, thousands of years of historical civilization, hundreds of years of inheritance, and decades of hard study can all be reflected in the process of "telling the story of Liaoning well" in the Liaoning Intangible Cultural Heritage Digital Museum.

5. Conclusion

Practice has proven that it takes a long process of development from improving cultural connotations to establishing communication models, and then to fully constructing the image of universities. Efforts should be made to develop the connotation representation, methodological path, and significance value of the "Liaoning Story" in order to empower private education to better serve the political, economic, and cultural construction of the country and local areas.

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