



Research on Outreach Strategies for Empowering Intangible Cultural Heritage Lüju Opera

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How to cite this paper: Sun, W.Q., Xu, Z., Zhang, J., Song, J.Q. and Zhuang, X.L. (2025) Research on Outreach Strategies for Empowering Intangible Cultural Heritage Lüju Opera. *Open Access Library Journal*, 12: e13303.

<https://doi.org/10.4236/oalib.1113303>

Received: March 19, 2025

Accepted: April 26, 2025

Published: April 29, 2025

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Abstract

President Xi Jinping emphasized at a symposium on ecological protection and high-quality development of the Yellow River Basin in September 2019, “We should promote the systematic protection of the Yellow River’s cultural heritage, dig deep into the contemporary values embedded in the Yellow River’s culture, tell the Yellow River’s story, continue the historical lineage, strengthen cultural self-confidence, and build up spiritual strength for the realization of the Chinese dream of the great rejuvenation of the Chinese nation.” Yellow River culture is the “root” and “soul” of the Chinese nation, with unique and irreplaceable value. Under the background of the new era, digging deep into the connotation of Yellow River culture in Shandong Province, analyzing the value of Yellow River culture, exploring the translation strategy of Yellow River culture, and protecting, inheriting and promoting Yellow River culture will help the Yellow River culture to go out and promote the cultural exchanges and mingling between China and other countries in the world. The Intangible Cultural Heritage Law (2011) officially classified Lüju Opera as a protected “traditional theater art form.” Substantial financial backing includes 42.7 million yuan allocated from the National Arts Fund over five years. A landmark digital preservation initiative is the “Lüju Genetic Archive” spearheaded by the National Intangible Cultural Heritage Center. Notably, technological breakthroughs include the development of a “Lüju Motion Capture System” capable of analyzing 237 standardized performance movements. As a representative opera of the Yellow River basin, Lüju Opera is an important part of national intangible cultural heritage, with unique artistic charm and rich inheritance value. According to the statistics of Knowledge.com, there are not many academic papers and journals on the translation of Lüju Opera, and the data obtained by searching key phrases such as “Lüju Opera translation” and “Lüju Opera foreign propaganda translation” are even more limited. This also reflects

that the current intangible cultural heritage focuses on declaration but neglects the promotion of the problem, so it seems that the development of Lüju Opera wants to establish a long-term protection mechanism. It is necessary to effectively promote the culture of Lüju Opera.

Subject Areas

Culture, Sociology

Keywords

Cultural Exchange, Intangible Cultural Heritage, Digital Empowerment

1. The Current Status of Research on the Outreach of Lüju Opera

Since the success of Lüju Opera's bid for inscription in 2008, related studies have sprung up, but studies on the outreach of Lüju Opera are rare [1]. As of the time of the author's writing, when searching for "Lüju Opera" on China Knowledge, 119 and 561 relevant papers and journals can be retrieved respectively; however, when searching for the keyword "Lüju Opera Outreach" or when the search terms are changed to "Lüju Opera Outreach" or "Lüju Opera Translation", the number of relevant papers and journals retrieved drops sharply to dozens or even single digits. Through combing and in-depth analysis of the existing literature, we found that before 2015, the research on the publicity and translation of Lüju Opera, like many other types of operas, lacked systematic theoretical support, and the researchers mostly explored the principles or strategies of Lüju Opera's translation based on specific translation cases or texts by means of inductive summarization. These studies often focus on the translation practice of Lüju Opera scripts, chants or related introductory texts, but lack in-depth theoretical discussions. Since 2015, with the continuous development of translation theory, researchers have begun to try to apply theories such as "functional purpose theory" and "cultural translation theory" to guide the translation research of Lüju Opera's international promotion. These studies not only focus on the choice of translation strategies, but also begin to explore how the translation can meet the reading needs and aesthetic habits of the target language readers while preserving the cultural characteristics of Lüju Opera. For example, some scholars began to pay attention to the translation methods of the names of Lüju Opera plays, lyrics, as well as proper nouns and terms of address, and put forward a variety of translation strategies, such as direct translation, Italian translation, and phonetic translation with notes, with a view to preserving the cultural essence of Lüju Opera and at the same time improving the readability and acceptance of the translated text.

Although research on the translation of foreign propaganda for the Lüju Opera has made some progress in recent years, there are still many deficiencies. The

quantity and quality of research still need to be improved. Most of the existing researches are mainly based on the summary of experience and exploration of skills, lack of in-depth theoretical analysis and empirical research, insufficient attention to the readers of the target language, lack of analysis of the needs of the target readers and acceptance research, lack of research on the feedback mechanism of the dissemination effect, and research results under the guidance of interdisciplinary theories, and so on.

2. The Main Content of the Lüju Opera Outreach

2.1. Dissemination Channels

Under the wave of globalization, the channels of external communication play an important role in the dissemination of culture. A wide range of channels can greatly expand the scope of cultural dissemination and attract more target audiences and potential audiences. In view of the communication difficulties faced by Lüju Opera, it is important to learn from the innovation paths of other traditional art forms and actively develop diversified channels. For example, Kunqu Opera has gone international with cross-cultural cooperation and youthful adaptation, and Lüju Opera can also develop new forms such as light comedy across borders to broaden the audience; Cantonese opera is rejuvenated by the integration of film and television and 4K technology, and Lüju Opera can develop online dramas through linkage with Shandong film and television teams to expand the young market; The animation “Peking Opera Cats” fuses elements of Peking Opera with modern pop culture to produce a beautiful animation series that tells the story of Peking Opera cats, successfully attracting a new generation of the audience with youthful narrative and visual expression, and has a large number of fans on platforms such as Bilibili. The successful dissemination of Peking Opera Cats provides two insights for Lüju Opera to explore innovative dissemination methods suitable for itself: firstly, traditional art needs to be deeply integrated with modern media; secondly, it needs to build a content form that conforms to the aesthetics of the target group [2].

Based on this, the outreach of Lüju Opera can try the following innovative communication channels:

- 1) Technology-enabled experience upgrading: through the use of virtual reality (VR) technology, communicators can provide audiences with a virtual performance experience that enhances the sense of immersion and viewing experience [3];

- 2) Cultural IP derivative development: design Lüju Opera-themed cultural and creative products (e.g., character blind boxes, costume elements stationery), and launch Lüju Opera-themed skits or interactive games (e.g., “Mu Guiying Hangs Up the Marshalship” puzzle game) by linking with film and TV and game industries;

- 3) Social media matrix operation: opening official accounts using social media platforms such as Weibo, TikTok, Shake, etc., releasing information about Lüju

Opera, performance information, short videos, etc., and interacting with the audience, in order to increase the popularity and influence of Lüju Opera.

By utilizing these channels, Lüju Opera can build a three-in-one communication ecology of “technology + content + scene”, gradually enhance its international cultural influence, and promote cultural exchanges and inheritance.

2.2. Objects of Outreach Communication

The object of communication refers to the audience of Lüju opera outreach, which can be categorized into Chinese and non-Chinese people. For the Chinese community, Lüju Opera, as a traditional Chinese opera with strong local characteristics, can evoke a sense of identity and emotional resonance with the culture of their hometown. The international audience’s attention to Lüju Opera focuses on cultural narrative and craftsmanship, cross-cultural interactive experiences such as immersive participation, and visual symbols such as costumes, movements, musical instruments, etc., and its character image design especially strengthens the effectiveness of overseas communication through cultural resonance, highlighting the adaptive strategies of traditional art in the context of globalization. At present, there are not many research results related to Lüju Opera, and most of the translations of intangible cultural heritage publicity more or less have the problem of “self-talking” by the dissemination body, and a lot of researches are needed to make the dissemination of Lüju Opera accepted by more foreign groups. Promoting Lüju Opera to non-Chinese audiences faces challenges like cultural barriers (dialects, historical contexts), artistic differences (stylized acting, traditional music, slow pacing), limited exposure (low recognition, scarce multilingual content), and stereotypes of being outdated. Therefore, the publicity of Lüju Opera must be centered on the readers of the target language, and if it deviates from this center, it will be difficult to get the readers’ recognition, and the publicity effect will not be ideal naturally [4].

2.3. Outreach Communication Content

The specific research object of this project is Lüju Opera, the “Intangible Cultural Heritage” of Shandong Province. The main research content utilizes a combination of digital empowerment and English to promote the culture of Lüju Opera. To better publicize Lüju Opera, it is necessary to tell the story of Lüju Opera in foreign languages, tell the story of the Yellow River in the new era, and introduce the culture of Lüju Opera. In the VR virtual space, all the scenes as well as the building of modules are presented in English. Combining English with Lüju Opera culture and Yellow River culture can help foreigners better understand Lüju Opera culture and Yellow River culture, enhance foreign users’ interest in and recognition of China’s intangible cultural heritage, promote Chinese excellent traditional culture, and promote the dissemination and exchange of intangible culture. Through VR virtual space technology, 3D modeling, computer-generated real-time dynamic three-dimensional graphics, and simulation of the real environment

are used. This computer graphics technology in addition to generating visual perception, there are auditory, tactile, force, motion and other perceptions. After users enter the scene, they will find modules such as virtual drama experience, interactive drama selection, virtual reality live broadcasting, etc. According to the experience generated in different modules, users will have the feeling of being in the realm of reality, which will then fully allow foreign users to deeply recognize and understand the culture of Lüju Opera and the Yellow River culture.

3. Reflections and Suggestions on the Outreach of Lüju Opera

3.1. Government Guidance

As an important initiative to promote the national intangible cultural heritage to the world stage, government guidance is particularly crucial.

3.1.1. Playing a Leading Role in Government Departments

The Government attaches great importance to the protection and development of outstanding traditional Chinese culture, and has provided a solid institutional guarantee for the inheritance and innovation of traditional arts such as Lüju opera through the introduction of a series of policies and measures, such as the Opinions on the Implementation of the Project for the Inheritance and Development of Outstanding Traditional Chinese Culture. These policies have not only clarified the direction and goal of the protection and inheritance of intangible cultural heritage such as Lüju Opera, but also provided a broad space for its innovative development. At the same time, the government has incorporated the inheritance and development of Lüju Opera culture into the overall planning of local economic and social development, such as the revitalization of Lüju Opera culture, which is one of the important contents in the goal of building a strong cultural province put forward by Shandong Province during the Fourteenth Five-Year Plan. The implementation of this policy ensures that the Lüju Opera outreach work is coordinated with the local economic and social development [5].

3.1.2. Online Resource Integration and Outreach Platform Building

The government actively integrates resources from all sides to provide strong support for the outreach of Lüju Opera. For example, the strong support of National Art Fund has provided a financial guarantee for the cultivation of young performing talents of Lüju Opera. This inclination of resources not only helps to improve the overall level of Lüju Opera performances, but also reserves excellent talents for Lüju Opera's outreach. At the same time, the government has also built a number of platforms to display the charm of Lüju Opera. For example, the Lüju Opera Museum and the Lüju Opera Origin Exhibition Hall built in Binzhou City not only comprehensively display the historical origin and cultural connotation of Lüju Opera, but also become an important window for the dissemination of Lüju Opera culture. In addition, the government has also joined hands with the cultural and tourism departments to organize Lüju Opera exhibitions and exchanges, providing a stage for Lüju Opera artists to display their talents.

3.1.3. Talent Cultivation and Domestic and International Exchanges and Cooperation

In terms of talent cultivation, the government has focused on establishing a comprehensive training system for Lüju Opera talents. Through cooperation with professional colleges and universities and the establishment of Lüju Opera inheritance bases, it provides systematic training and learning opportunities for Lüju Opera performers. The government also encourages the older generation of Lüju Opera artists to play the role of passing on their skills and experience to the younger generation. At the same time, Lüju Opera groups cooperate and exchange with foreign art groups. Through mutual visits, performances and joint productions, they promote the exchange and integration of Chinese and foreign cultures and arts, injecting new vitality into the innovative development of Lüju Opera.

3.1.4. Utilizing the New Media of the Internet, Expanding New Channels for External Communication of Lüju Opera

The government also focuses on using new media platforms to publicize and promote Lüju Opera. Through WeChat public numbers, short videos and other new media forms to publish Lüju Opera-related content and wonderful clips, to attract more young people to pay attention to and love Lüju Opera. This innovative way of publicity not only broadens the dissemination channels of Lüju Opera, but also improves the fashion and attractiveness of Lüju Opera [6].

3.2. Outreach Principles of Lüju Opera Outreach

3.2.1. Close to Reality, Close to Life, Close to the Masses

In the dissemination process of Lüju Opera, both repertoire creation and publicity activities should be closely centered on the actual life and needs of the people to ensure that the content is grounded, spread and stays.

3.2.2. Respect for Cultural Differences and Audience Habits

In the process of foreign propaganda, it is necessary to give full consideration to the cultural differences and audience habits of different countries and regions. Translators should be familiar with foreign cultures and modes of thinking, be good at discovering and analyzing the subtle differences and characteristics of Chinese and foreign cultures, and grasp the translation in accordance with the habits of thinking of foreign audiences. At the same time, the choice of repertoire and the form of performance should be as close as possible to the aesthetic and cultural background of the local audience.

3.2.3. Insisting on Cultural Self-Confidence and Promoting Outstanding Traditional Chinese Culture

As one of the national intangible cultural heritages, Lüju Opera carries rich connotations of excellent traditional Chinese culture. In the process of foreign propaganda, we should adhere to the principle of cultural self-confidence, and actively display the unique charm and cultural value of Lüju Opera, so that more people will understand and love this traditional art form.

3.3. Focus on English Norms

In the foreign propaganda translation of Lüju Opera, certain English norms need to be followed in order to ensure the accurate conveyance of its cultural connotation and artistic characteristics. English translation of non-legacy is a part of foreign propaganda translation, which is a kind of purposeful behavior, and its final point is to get a good communication effect. Foreign propaganda translation belongs to the category of external communication, which is essentially cross-cultural communication, and only foreign propaganda that follows the law of communication can obtain good communication effect [7]. Therefore we should follow the following principles when we carry out the publicity of Lüju Opera.

3.3.1. Respect for Original Intention and Preservation of Cultural Identity

Adopting the combination of direct translation and Italian translation For the words with specific cultural connotations in Lüju Opera, such as the names of the play, character names, proper nouns, etc., the direct translation can be adopted in order to retain their original cultural flavor. For some contents that are difficult to be translated directly or may lead to misunderstanding after direct translation, the method of Italian translation can be adopted to ensure the accurate communication of information. Combination of transliteration and explanation For the names of people, places and other proper nouns in Lüju Opera, transliteration can be used, and a short explanation or description can be attached to the transliteration to help readers understand the cultural connotation behind them. For some words with special meanings or symbolic meanings, their meanings can be further explained after the phonetic translation.

3.3.2. Focus on Language Fluency and Ease of Understanding

Firstly, simplify sentence structure in foreign propaganda translation, complex sentence structure should be avoided as much as possible, and concise and clear expressions should be adopted instead, so as to ensure that readers can understand easily. Secondly, using common vocabulary should try to choose common vocabulary in English to express the relevant contents of Lüju Opera, avoiding the use of out-of-the-way or overly specialized vocabulary so as not to bring reading obstacles to the readers. Finally, pay attention to grammar and spelling in the process of translation, the rules of English grammar and spelling should be strictly followed to ensure the accuracy and fluency of the sentences [8].

3.3.3. Transmitting Cultural Values and Promoting Cultural Exchanges

First, the cultural characteristics in the foreign propaganda translation should be emphasized, and the cultural characteristics and artistic charms of the Lüju Opera should be highlighted to attract more attention and the love of foreign friends [9]. Secondly, introduce the historical background in the translation, the historical background and development history of Lüju Opera are briefly introduced to help readers better understand its cultural origin and inheritance. Finally, cultural exchange can be promoted through foreign translation, which can promote the ex-

change and integration of Lüju Opera with foreign cultures and promote the international dissemination of Chinese culture.

3.4. New Channels

When exploring new channels for Lüju Opera's outreach, we can draw on the advantages of modern media and digital technology to broaden the audience and influence of Lüju Opera. Use of digital technology outreach On November 26, 2023, the General Office of the CPC Central Committee and the General Office of the State Council issued the "14th Five-Year Plan for Cultural Development", pointing out that in order to meet the wave of the new round of scientific and technological revolution, and to promote the development of the quality of change, efficiency change, and power change, culture is an important field, and we must accelerate the promotion of culture and science and technology. Culture is an important area, and it is necessary to accelerate the deep integration of culture science and technology, better build an advanced socialist culture with advanced and applicable technology, reshape the mode of cultural production and dissemination, and seize the commanding heights of cultural innovation and development. In the digital era, in order to strengthen the construction of China's outstanding cultural communication power and improve the effectiveness of communication, it is necessary to broaden the multimodal digital communication channels [10]. Virtual reality (VR) technology is utilized to provide users with a virtual performance experience, in which users feel as if they are in the scene of the Lüju Opera through VR virtual technology, enhancing the sense of immersion and viewing experience. Combined with digital empowerment technology, the Lüju Opera platform is developed to allow users to gain an in-depth understanding of the culture of Lüju Opera through gamified learning and interactive performances, enhancing learning fun and participation. Establish a user feedback mechanism to collect users' opinions and suggestions for timely product improvement and optimization. Data analysis technology is used to understand user needs and behaviors deeply and provide data support for continuous optimization and upgrading. Utilize modern media outreach in the context of the combination of new liberal arts and Lüju Opera outreach, actively seek new paths for publicity, using new media platforms for Lüju Opera's content publicity, attracting the attention of young audience groups; jointly organize cultural activities for outreach of Lüju Opera, for example, in schools, communities, etc., so as to expand the dissemination of the Lüju Opera's atmosphere; cross-boundary cooperation and innovation across the English language, music, history and information technology. Cross-border cooperation and innovation, across English, music, history and information technology, etc., while focusing on cultural exchanges and integration through digital technology and multimedia means, is conducive to enriching the Lüju Opera's outreach channels, so that the Lüju Opera's performances become more diversified and vivid, and bring an immersive viewing experience to the international audience.

Funding Statement

2024 provincial college students' innovation and entrepreneurship training program project "Memories of the Yellow River, Blossoming the Essence of the Era: A Study on Digital Empowerment Strategies for the External Promotion of Lüju Opera" (Project Number: S202414276013).

Conflicts of Interest

The authors declare no conflicts of interest.

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