

Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation in the Era of All-Media

Shaojun Duan

School of Foreign Languages, Kunming University, Kunming, China
duanshaojun2709@126.com

Abstract: *In China's current communication field, there are relatively few studies on typical cases related to "telling Chinese stories well" and studies on "telling Kunming's stories well" are even rarer. In view of this, this research project is extremely valuable and timely. Against the backdrop of the all-media era, from the perspective of cultural innovation, using multi-language tools (Chinese, English, Thai.) and digital technology as means to tell the stories of Kunming well, this project aims to spread the beautiful image of Kunming so as to serve the needs of local economic development and urban construction, facilitate the cultural exchanges and mutual learning between China and foreign countries, and thus promote the better dissemination of Chinese culture to the world.*

Keywords: *The Stories of Kunming, Multiple Languages, Digital Cultural Creation*

1. Introduction

Prof. He Yaomin in his book proposed we should continuously enhance China's cultural soft power, shape a friendly Chinese national image, and regard the realization of the Chinese Dream of the great rejuvenation of the Chinese nation as the spiritual pillar and ideal pursuit of China's discourse system construction.[1]"To uphold and develop Marxism, we must combine it with the excellent traditional Chinese culture. Yunnan ethnic minority literature contains a wide variety of culture and Chinese civilization, which is worth our in-depth study." "We should adhere to the standpoint of Chinese culture, extract and display the symbols and cultural essence of Chinese civilization, accelerate the construction of the Chinese discourse system and the Chinese narrative system, tell Chinese story well, spread China's voice well, and thus show a credible, lovely, and respectable image of China." These quotations come from our president report of the 20th National Congress. Telling the stories of Kunming is an important organic part of telling Chinese story well and spreading China's voice well. In China's current communication field, there are relatively few studies on typical cases related to "telling Chinese stories well" and studies on "telling Kunming's stories well" are even rarer. In view of this, this research project is extremely valuable and timely. Against the backdrop of the all-media era, from the perspective of cultural innovation, using multi-language tools (Chinese, English, Thai.) and digital technology as means to tell the stories of Kunming well, this project aims to spread the beautiful image of Kunming so as to serve the needs of local economic development and urban construction, facilitate the cultural exchanges and mutual learning between China and foreign countries, and thus promote the better dissemination of Chinese culture to the world.

2. Literature Overview

Based on the domestic research data reviewed by the author, the number of domestic studies on "telling Chinese stories well" is extremely large, including 2,323 journal papers, 60 master's theses, 50 conference papers, 364 newspaper reports, and 6 books. These studies cover a wide range of fields, which can be summarized into three main aspects: 1) Perspective of Media and Communication Studies: Some scholars think In recent years, the Chinese government has implemented the Cultural Going Global Project which is required to tell Chinese stories well. Documentaries are very good at it in this sense, and the way of telling stories must be internationalized, that is, globalized.[2] There are many research results in this field, mainly involving three dimensions. Firstly, the focus is on narrative studies of mainstream national news media such as columns in China Daily. These studies explore and examine approaches and strategies relating to the practices, its existing shortcomings and improvement measures of telling Chinese stories to the outside world for building the national image. Secondly, the

research focuses on how the narrative forms of various films, television programs, and documentaries function to tell Chinese stories well. Thirdly, from the perspective of communication studies, it analyzes various internet celebrity phenomena. For example, the "Li Ziqi Phenomenon" became popular by presenting a peaceful and comfortable rural life away from the hustle and bustle, along with delicious food, which prompts audiences to explore the Chinese people's attitude toward life that lies behind it. 2) Perspective of Translation Studies: On one hand, the research in this area includes pure translation practice or studies on renowned translators, such as the Chinese-English translation of *A Series of Books on Telling Classic Chinese Stories Well*, the English translation of *Keywords of Core Socialist Values*, and *Studies on Yang Xianyi's Translations*. [3] On the other hand, from a theoretical perspective, it uses reader-response theory to analyze how international communication translation tells Chinese stories such as *China's Image on the Screen*. The book first analyzed the evaluation of the international dissemination effect of Chinese television by the United States, South Korea, and Japan, and then proposed countermeasures and suggestions. Based on this, the book tried to provide solutions for how China can tell its story well in the future. [4] 3) Perspective of Teaching and Teaching Material Research: Researches on teaching include both ideological and political education courses and the integration of ideological and political elements into non-ideological and political education courses. Currently, this field has attracted extensive attention and become a research hotspot, with both types of courses sharing the common goal of telling Chinese stories well and spreading China's voice more effectively. In terms of teaching materials, the research mainly starts with international Chinese language teaching materials, analyzing the contents, carriers, audiences, and effects of spreading China's cultural image. It explores issues related to the dissemination of China's cultural image and strives to clarify the guiding principles for "what to spread" and "how to spread" in international Chinese language teaching materials.

Compared with studies on "telling Chinese stories well," domestic researches on "telling stories of Yunnan well" are much scarcer. Among the domestic research data reviewed by the author, there are only 22 journal papers and 3 newspaper reports. These studies do not go beyond the three aforementioned research perspectives, but the stories they focus on carry distinct Yunnan regional characteristics, highlighting stories of Yunnan ethnic minorities, Yunnan ethnic minority festivals, Yunnan anti-corruption efforts, Yunnan ethnic unity, Yunnan ecological civilization construction, Yunnan revolutionary history, and Yunnan poverty alleviation. For instance, Li Yingying and Tian Ruyin's journal focused on spreading the Chinese voice and telling Yunnan story by the ways of closing reading about the columns news and commenting its reporting framework and enlightenment. [5] When shifting the focus to "telling stories of Kunming well," the author found 3 journal papers and 2 reports from the perspective of media and communication studies, most of which are related to the Political Consultative Conference or the Federation of Taiwan Compatriots. In addition, one master's thesis in Art Design holds the point view that the "One Seal" architecture in Kunming area contains precious cultural and artistic value, and is a tangible manifestation of folk construction wisdom and regional culture. This thesis explores how the artistic characteristics of the "One Seal" architecture in Kunming are combined with cultural and creative products. [6] The other master thesis conducted research and analysis on some representative traditional foods in Kunming region, then developed a strategic visual image framework for the "Kunming Flavor" catering brand and made a detailed design plan for the brand's visual image suitable for promotion. [7]

In contrast to the large scale and rich content of domestic research on "telling China's stories well," international research in this field is relatively limited. The international research data available to the author only includes 6 items: 5 academic journal papers and 1 conference paper. Among them, 3 academic journal papers belong to the field of media and communication studies, with themes as follows: Telling China's Stories Well: An Analysis of China's Foreign Policy in the "Belt and Road" Initiative from a Discourse Perspective [8]; Spreading China's Voice and Telling China's Stories: China.org.cn Winning the "2015 China's Best International Communication Media Award"; and Telling China's Stories Well: Cultural Frames and Online Competition. Another 2 academic journal papers fall into the category of teaching research, focusing on Cultivating College Students' Ability to Tell Stories in English and Learning to "Tell China's Stories Well": The Development of International Students in China's Higher Education Policies. [9] The remaining 1 conference paper also belongs to the field of course-based ideological and political education in teaching research. Taking the course *Thai Tour Guide Service Standards* as an example, it analyzes the current status of ideological and political education in Thai language courses from the perspective of "telling China's stories" and proposes reform approaches.

From the above analysis of domestic and international research status and development trends, it can be seen that in China's current communication field, there are many studies on how to improve

China's international communication capacity. However, there are relatively few studies on typical cases related to "telling China's stories well" and "telling Yunnan's stories well"—and studies on "telling Kunming's stories well" are even rarer. In view of this, this research project titled "Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media" is extremely valuable and timely.

3. Research Design

3.1 Research Contents

"Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media" includes the following contents:

First, the definition of the main core concepts (This part includes the definition of concepts such as the all-media era, digital cultural creation and multilingualism.)

Second, the contents of telling Kunming stories in multilingual culture in the all-media era: the history of Kunming and stories about Kunming famous writers and their major works , iconic revolutionary stories in Kunming, tourism and delicious food stories of Kunming, the healthy and eco-friendly livable stories in Kunming.(Four modules of tasks, including text reading analysis and selection, field investigation, story sorting and compilation, translation and integration of digital technology, as well as participating in relevant important academic exchange activities, etc..)

Third, the implementation path to Telling the Story of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media.

Fourth, the significance and value of Telling the Story of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media.

3.2 Research Objectives

Research Objectives of the Project: In December 1990, Fei Xiaotong (1910-2005), a renowned sociologist and anthropologist, summed up sixteen-character "maxim" for handling relations between different cultures in a speech. China Daily translated this sixteen-character "maxim" as "Everybody cherishes his or her own culture or values, and if we respect and treasure other's culture or values, the world will be a harmonious one." [10] Our team carry out this research project out of respecting and treasuring Kunming's culture or values. Against the backdrop of the all-media era, from the perspective of cultural innovation, using multi-language tools (Chinese, English, Thai, etc.) and digital technology as means to tell the stories of Kunming well, this project aims to spread the beautiful image of the city, to help investment, to promote cultural exchanges and mutual learning between China and foreign countries, in order to let the world see the strength of Kunming in cultural China.

Objective 1: telling the multilingual series of stories by digital cultural innovation in the all-media era (the history of Kunming and stories about Kunming famous writers and their major works , iconic revolutionary stories in Kunming, tourism and delicious food stories of Kunming, the healthy and eco-friendly livable stories in Kunming.), we can achieve the effect of throwing out a minnow to catch a whale, spreading the beautiful image of the city, Kunming culture and Yunnan ethnic minority culture at the same time, so as to attract tourists or investors, entrepreneurs from neighboring provinces, countries, and overseas, and thus help the development of tourism in Yunnan ethnic minority gathering areas after the epidemic, which results into making a certain contribution to the cause of rural revitalization in Yunnan ethnic minority areas and increasing the local people's economic income.

Objective 2: Through social survey, our team members discuss about how to focus on exploring and expanding more and broader ways to serve the telling of Kunming stories, so as to spread the Yunnan ethnic minority culture better, and further collect and improve the ideas related to the research paths of "telling Kunming stories well in the all-media era of digital cultural innovation", which in the end may provide feasible and referential suggestions for decision-makers of government institutions.

Objective 3: Through the telling of multilingual series of stories by digital cultural innovation in the era of all-media (the history of Kunming and stories about Kunming famous writers and their major works , iconic revolutionary stories in Kunming, tourism and delicious food stories of Kunming, the healthy and eco-friendly livable stories in Kunming.), we will tell the story of Kunming city well in order to promote the exchange of Chinese and foreign cultures and mutual learning of civilizations, as a

result of which the world will see the strength of Kunming in cultural China .

3.3 Research Methodology

The research methods used in this project mainly include the followings: literature review research method, it is used to sort out relevant literature and theories; text analysis method, it requires close reading and analysis of texts about the historical stories of Kunming, about the famous writers and their major works in Kunming, and about the iconic revolutionary stories of Kunming, after which we can make selections and adaptations; field research method, on the one hand, this method needs to design online questionnaire surveys and interview outlines to discover and collect more and better ways of strategies, techniques, etc. to tell the story of Kunming well. On the other hand, it needs to go to some places in Kunming for field investigations in order to determine which places, whose stories, what people, what delicacies are valuable and meaningful, as a result of which tourists and investments could attracted by them.

3.4 Research Route, Experimental Means and Key Technology

The research route of this project is shown in the figure 1:

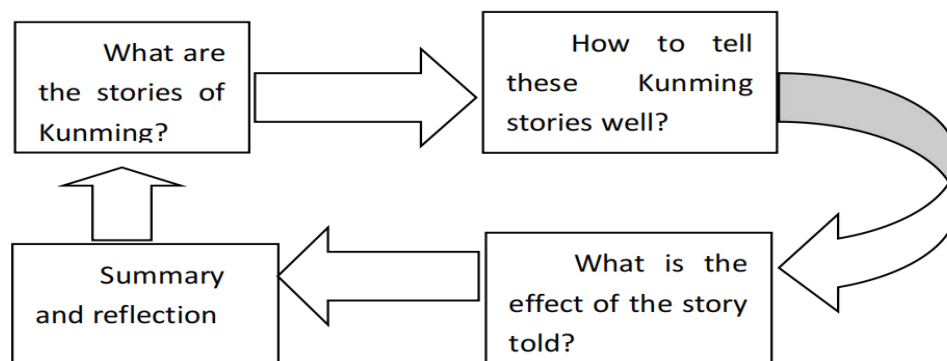


Figure 1: Research route of this research project

Experimental means: The experimental means of this project are mainly reflected in the collection and analysis of feedback after the results of this project are put into the market.

Key technology: Utilize digital information technology to narrate the Kunming story series on various media and platforms in an vivid and interesting way through various presentation methods such as two-dimensional surface, three-dimensional solid figure, painting art, literary works, film and television animation, etc.

4. Research Significance and Innovation

4.1 Research Significance of the Project

First, the project tries to keep pace with the needs of the times, deepen the exchange and mutual learning among civilizations, and promote the better dissemination of Chinese culture to the world. In the report of the 20th National Congress , our president pointed out: "To uphold and develop Marxism, we must combine it with the excellent traditional Chinese culture. Yunnan ethnic minority literature contains a wide variety of culture and Chinese civilization, which is worth our in-depth study." President Xi also pointed out: "We should adhere to the standpoint of Chinese culture, extract and display the symbols and cultural essence of Chinese civilization, accelerate the construction of the Chinese discourse system and the Chinese narrative system, tell Chinese story well, spread China's voice well, and thus show a credible, lovely, and respectable image of China. At the same time, we should strengthen the construction of international communication capacity, comprehensively improve the effectiveness of international communication, form an international discourse power that matches our comprehensive national strength and international status." The project "Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media" is an important organic part of telling Chinese story well and spreading China's voice well, and its research can play a role of leading by examples with the effect of throwing out a minnow to catch a whale, which will help

to adhere to the standpoint of Chinese culture, deepen the exchange and mutual learning among Chinese and foreign civilizations, and promote the better dissemination of Chinese culture to the world.

Second, the project manages to spread the beautiful image of the city and serve the needs of local economic development and urban construction. In 2020, the Department of Culture and Tourism of Yunnan Province released the announcement for the recommended list of the second batch of 38 national key villages for rural tourism, among which two villages --Guanglang Village of Taipingxingcheng Street in Anning and Xiangmaidichong Village of Jiuxiang in Yiliang County from Kunming City, were shortlisted. In December of the same year, the Ministry of Culture and Tourism, the National Development and Reform Commission, and the Ministry of Finance announced the notice (Cultural Tourism Industry Development [2020] No. 97) for the first batch of national exemplary cities for cultural and tourism consumption, and national cultural and tourism consumption pilot cities, among which Kunming City was selected as the first batch of national exemplary cities for cultural and tourism consumption. Since Kunming City was recognized as the "National Cultural Export Base" and awarded a plaque in 2018, Kunming City has comprehensively promoted the construction of the national cultural export base, accelerated the upgrading of the cultural industry in Kunming City, improved the level of cultural openness, promoted the high-quality development of cultural trade in the new era, and further created China's cultural high ground facing South Asia and Southeast Asia. As one of the first batch of cultural export bases, Kunming has fully played its geographical advantages and advantages of rich cultural resources. By taking the advantage of the "Belt and Road" construction, Kunming has continuously expanded its opening up, actively promoted cultural "going out", and built a mechanism (based on regional international humanistic exchanges) for developing foreign cultural trades with distinctive features facing Southeast Asia, China-India-Myanmar-Bangladesh, and the Greater Mek Subregion, etc., which is helpful for promoting the continuous innovation of foreign cultural trade methods. The main body of Kunming foreign cultural trade is growing, and a number of key cultural export enterprises such as Yunnan Performing Arts Group Co., Ltd. And Kunming Xinzhi Group Co., Ltd., as well as a number of key national cultural export projects such as "Chinese Nostalgia Academy" and "A Comprehensive Chinese-Burmese Dictionary" are developing well. The South Asia Southeast Asia Internet TV Integrated Media Big Data Platform, the Laos Northern Digital TV Transmission Network and Television Station Construction, Yang Liping Art Overseas Cultural Tourism Integration and other 6 projects were selected into the first batch of national cultural industry development project database acknowledged by Publicity Department. With these foundations, our project "Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media" can better spread the beautiful image of Kunming City, Kunming culture and Yunnan ethnic minority culture, thus attracting tourists or investors, entrepreneurs from neighboring provinces, neighboring countries, and overseas to help the development of tourism in Yunnan ethnic minority gathering areas after epidemic, which as a result can make a certain contribution to the rural revitalization cause and the improvement of the local people's economical income. In addition we hope this project can provide a feasible and referential path for the decision-makers of government institutions.

4.2 Research Innovation of the Project

Firstly, the research perspective is novel. The project "Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media" is not a traditional storytelling, but telling the story of Kunming well from the perspective of cultural innovation, through using multiple languages (Chinese, English, Thai, etc.) as a tool and using digital technology as a means to spread the beautiful image of the city in order to help attract investments, promote cultural exchanges and mutual learning among China and foreign countries.

Secondly, the research method is unique. This project "Telling the Stories of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media" breaks through the traditional mode of storytelling by organically integrating the parts of digital technology and survey.

Finally, the project includes the usage of multiple languages. The final research results of this project will be presented and promoted in the form of Chinese, English, and Thai, which reflects the characteristics and advantages of the School of Foreign Languages.

5. Conclusion

According to the current report from 21st Century Business Herald: As a major tourist province,

Yunnan welcomed 700 million visitors in 2024, with total tourism spending reaching 1.14 trillion yuan. Tourism and related industries accounted for over 7% of the regional GDP, generating a significant number of employment opportunities through tourism activities. In the first half of 2025, Yunnan had already hosted 2.8 million leisure travelers, marking a 45.4% year-on-year increase. On average, leisure travelers stayed in Yunnan for 91 days, extending by 11 days compared to the previous year. By the end of August, the number of leisure travelers had grown to 3.801 million, nearing the annual level of the previous year. According to a report by Yunnan Daily on October 3, 2025, since the beginning of this year, people from outside the province have purchased 43000 sets of commercial housing in Yunnan, accounting for 33.5% of the province's sales, setting a new high for the same period in previous years. What are the factors that attract people from other provinces to travel or buy houses in Yunnan? Our group members think the answers may lie in the following aspects: interesting and inspiring local culture--Kunming's history relating to some well-known people and iconic revolutionary stories, delicious local flavor, the healthy and eco-friendly livable environment. Hopefully in the Era of All-media, our research project can better spread the beautiful image of Kunming City, Kunming culture and Yunnan ethnic minority culture, thus attracting more tourists or investors, entrepreneurs from neighboring provinces, neighboring countries, and overseas to help the development of tourism in Yunnan ethnic minority gathering areas, which as a result can make a certain contribution to the rural revitalization cause and the improvement of the local people's economical income. In addition we also hope this project can provide a feasible and referential path for the decision-makers of government institutions.

Acknowledgements

This research was financially supported by Science and Technology Planning Project Fund of Yunnan Provincial Science and Technology Department, entitled "Telling the Story of Kunming in Multiple Languages by Digital Cultural Creation In the Era of All-media"(project number: 202301BA070001-011); and Team Project Fund in 2023~2025 from Research Specialized Team of Kunming University with the team name as "Cross-linguistic and Ethnic Literary Studies from the Perspective of Cultural Communities".

References

- [1] H. Yaoming. *The Construction of Chinese Discourse System*. Beijing: Renmin University of China Press, 2021.(in Chinese)
- [2] Z. Tongdao, F. Qipeng, L. Shujuan, Y. Ming, L. Zhongbo. *The Way of Chinese Documentary in the Era of Globalization*. Beijing: China Radio and Television Press, 2021.(in Chinese)
- [3] X. Hongjian, M. Xiaoxing, W. Dilong. *Research on Yang Xianyi's Translation*. Nanjing: Nanjing University Press, 2018.(in Chinese)
- [4] L. Chen, Z. Yuning, C. Junxia, Z. Dujuan. *China's Image on the Screen*. Beijing: Renmin University of China Press, 2016.(in Chinese)
- [5] L. Yingying, T. Ruyin. *Spreading the Chinese Voice and Telling Yunnan Story - The Reporting Framework and Enlightenment of the Special News Section of "The National Daily of Yunnan, China" in "Yunnan Daily" for Thai News*, in *History.Nation.Culture*, Vol.2, C. Wenzhang, Eds. Puer: Journal of Pu'er University, 2021, pp.55-57.(in Chinese)
- [6] M. Yechuan. *The Artistic Characteristics of "Yikeyin" Architecture in Kunming Area and Its Design Application in Cultural and Creative Products*. Kunming: Master's Thesis in Art Design, Yunnan Arts Institute, 2022.(in Chinese)
- [7] Q. Yanan. *Research on the Promotion of "Kunming Flavor" Brand Visual Image Design*. Kunming: Master's Thesis in Engineering Industrial Design, Kunming University of Science and Technology, 2020. (in Chinese)
- [8] S. In Chan, S. Weiqing. *Telling the China Story Well: A Discursive Approach to the Analysis of Chinese Foreign Policy in the "Belt and Road" Initiative*, in *Chinese Political Science Review*, Vol.5, X. Bin, Eds. Shanghai: Springer Nature, 2020, pp.417-437.
- [9] M. Benjamin, L. William Yat Wai. *Learning to 'tell China's story well': the constructions of international students in Chinese higher education policy*, in *Globalisation, Societies and Education*, Vol. 19, L.Neidorf, Eds. London: Taylor & Francis, 2021, pp.545-557.
- [10] Z. Shen, S. Jian, J. Wen. *Elementary College English for New Era- Reading, Writing, and Critical Thinking Book 1*. Nanjing: Nanjing University Press, 2022.