

An Efficient Use of Mass Communication on the Preservation of China's Intangible Cultural Heritage

Zhao Jinge^{1*}, Manual Selvaraj Bexci²

^{1&2} School of Social Sciences, Arts and Humanities, Lincoln University College, Malaysia

***Corresponding author: jinge.phdscholar@lincoln.edu.my**

Abstract

Mass communication media had an essential role in educating young people and helping them develop a sense of identity to preserve China's cultural history. Traditional cultural practices can be represented digitally to achieve wider audience attention and boost interaction with increased participation. Nonetheless, there was limited empirical research highlighting the effect of mass communication on the preservation of intangible cultural heritage (ICH) in China. Therefore, this study aimed to investigate how mass media affects China's ICH preservation. The present research employed a cross-sectional and a quantitative study design to gather data. Purposive sampling was utilised in this study to select 649 journalism professors and students from colleges in China. Survey questionnaires were employed to collect data. Additionally, the researcher conducted an Analysis of Variance (ANOVA) to identify the relationship between identified research variables and descriptive analysis approach to examine the fundamental patterns of the data. The findings indicated that mass communication sustains the improvement and preservation of intangible cultural treasures by changing them from a static tradition into an interactive, participatory understanding that reverberates with modern audiences. Mass communication strategies have evolved through innovative integration and digital promotion to provide long-term preservation. This research shows that the relevance of mass communication will be significant for bridging the intergenerational differences in the conservation of heritage.

Keywords: Cultural Promotion, Intangible Cultural Heritage, Heritage Preservation, Mass Communication

Introduction

ICH is a rudimentary component of human civilisation. It represents the perpetual cultural impression and an awareness of generations. ICH presently encounters distinctive problems and prospects with the progression of globalisation. The preservation of ICH has emerged as a global concern in the era of rapid urbanisation. The significance of ICH is established not only in the cultural expression itself but also in the abundance of understandings and expertise conveyed through it over the ages. ICH illustrates a country's historical narrative and the collaborative knowledge of its individuals. Its presence demonstrates that historical aspects transcend mere artefacts in museums, and the personification of old wisdom is not exclusively conveyed through material standards. A significant part of the cultural essence resides in these legacies, as well as augmenting worldwide cultural diversity (Pu et al., 2023). China is a nation with an enriching diverse cultural legacy. The safeguarding of China's ICH holds an important role in fostering national identity. China's ICH law delineates it as diverse conventional cultural indications and associated tangible artefacts

and sites transmitted and esteemed as integral components of cultural heritage by individuals of all ethnicities. These encompass traditional oral literature, art and calligraphy. ICH furthermore encircles acrobatics to standard craftsmanship, medicine, and folklore. Consequently, ICH is a valuable asset of human civilisation and a strong association between chronology and the prospect. It especially signifies ethnic diversification and human ingenuity. Although immaterial, it is profoundly ingrained in community and in-person existence via behaviours, experiences and talents. These cultural resources illuminate the knowledge and understandings of ages, demonstrating significant vibrancy and vigour in their traditional communication (Pan & Guo, 2023).

The emergence of mass media substantially mitigates the challenges posed by diminished acknowledgement and the probable loss of intangible cultural assets resulting from prior informational inaccuracies and inadequate marketing. Documenting ICH is assisted by media platforms including radio, television, and digital networks. These customs can be preserved in both visual and auditory media through documentaries, interviews, and live recordings. These media platforms support in preventing their eventual extinction. Future generations will also have access to authentic depictions of their cultural heritage through the protection efforts of mass communication. Public awareness and engagement are significantly boosted by social media and online media platforms (Jiang, 2024). Mass communication expands the accessibility and appeal of cultural heritage for younger generations by disseminating stories, movies, and interactive content. This greater awareness promotes engagement and interest in customs that help to contribute to their survival. These media transcend the temporal and spatial constraints of conventional media and allow users to access and share pertinent data at any time and from any location, while profoundly engaging with the distinctive allure of ICH. The interactive feature of modern mass media encourages consumers to represent themselves willingly on online sites to get more specific data and effectively handle critical concerns such as misinformation and personalised service requirements (Du & Chen, 2026). The economic sustainability of cultural heritage is helped by mass communication. It makes it possible for cultural practitioners to make a living by bringing traditional crafts and performances to a larger audience. This financial incentive enables performers and artists to keep honing and teaching their craft. Mass media can be strategically employed by the government and cultural institutions to carry out heritage preservation policies and campaigns (Liu, 2022). Practical media strategies strengthen attention and encourage cultural transmission. This stimulates the enduring preservation of China's distinctive cultural origin.

Review of Related Literature

Respective researchers have investigated the way mass communication enables the transmission of cultural practices and increases support across national boundaries for international preservation efforts. A study conducted by Hu et al. (2024) underscored the significance of intellectual property rights to maintain the evolution of ICH research in China. They focused on bibliometric evaluation and expertise mapping methods for the protection of ICH and outlined important study directions among notable authors and the collaboration network. They accentuated the perspectives of the legal structure for protecting cultural resources by increasing academic emphasis. The study demonstrated that traditional knowledge and cultural manifestations were protected by the implementation of intellectual property rights. The outcomes of the research underlined the need for robust policy integration and interdisciplinary approaches to improve the conservation and sustainable use of intangible cultural resources (Hu et al., 2024).

Previous empirical studies had highlighted the importance of Chinese porcelain inlay considered a significant asset of China's ICH. Li and Chen (2025) studied widespread perceptions of the ICH of Chinese porcelain inlay through a research of data acquired from social media platforms. The researchers employed data-driven methods to analyse audience engagement and emotional responses to this ancient craft in digital contexts. The study emphasised principal themes in user-generated content. The study included aesthetic appreciation of cultural symbolism and national identity. The outcomes revealed that social media significantly influences modern cultural understanding by transforming traditional heritage into publicly available and engaging information. Online comments demonstrated appreciation for the excellent craftsmanship of Porcelain inlay and increasing awareness of historical and cultural significance. The study showed that there are differences in perspectives among diverse user groups. The research also signified that social media has become a crucial platform for promoting culture and engagement among people. However, the study explored the difficulties of external participation and the commercialisation of culture. It emphasised the importance of digital communication strategies to safeguard and develop cultural assets in the modern era (Li & Chen, 2025). Moreover, Wei and Xin (2024) stated that the impact of advancements in technology helps to preserve and grow the intangible cultural sources. The study explained that the emerging importance of technologies has helped in documenting and preserving traditional cultural activities. The researchers showed that technology has the capability to distribute the cultural assets by developing audience engagement. Moreover, the digital tools helped to elevate the reach of education to more people. The study underscored that technology encourages innovation by allowing practices that adhere to the modern context to preserve relevance. The research identified the difficulties as well, which are caused by the technological adaptation. It is observed from the study that it delivered important aspects to develop sustainable heritage and careful integration to preserve and innovate (Wei & Xin, 2024).

Several previous studies determined that online platforms have influenced the protection of ICH. Zihao (2022) investigated the influence of recent media technological approaches on the conservation and transmission of ICH. The study highlighted that digital platforms have revolutionised established ways of cultural transmission into more interactive and accessible formats. Younger generations' engagement has increased due to new media. Their active participation had improved cultural awareness. The investigation showed that the incorporation of multimedia approaches helped to preserve endangered practices by documenting customs in dynamic audio-visual formats. The risk of cultural exploitation and the deterioration of authenticity as a result of excessive digital adaptation were highlighted in the study. The study scrutinised the way new media significantly contributed to the preservation and regeneration of ICH. Maintaining cultural integrity while embracing technical advancements demanded a balanced approach (Zihao, 2022). Additionally, He and Wen (2024) analysed Chinese ICH crafts. The study underscored the use of digital technology to improve traditional craft production and distribution. The study showed the way digital transformation allowed crafters to maintain traditional skills while adapting them to the demands of the contemporary market. Digital media improved ICH's market accessibility and worldwide visibility. The study encountered issues with maintaining authenticity during the digital transition and technological capability. According to the research, the sustainability of ICH craft for both cultural preservation and commercial viability in the current digital era depended on a methodical digital development approach (He & Wen, 2024). A study by Cen et al. (2024) investigated the way Chinese digital platforms helped disseminate Cantonese opera to adolescent audiences. The digital content encouraged participation and active interaction. Classic opera is now more approachable

and captivating for younger audiences through these technological capabilities. The study underlined the way community-focused conversations and short videos increased cultural understanding and interest. It also emphasised the importance of platform algorithms and content customisation to engage targeted consumers. However, there was evidence of content simplification and potential loss of normal depth. According to the study, Chinese digital media platforms significantly revitalised Cantonese opera by bridging the continuous broadcast of ICH (Cen et al., 2024).

Social Learning Theory by Bandura and Walters (1977) asserted that humans acquire behaviours, attitudes, and values through observation, imitation, and modelling. The idea underscored the significance of cognitive processes, reinforcement, and social environment, proposing that individuals can learn new actions by observing others, particularly through media and symbolic representations (Bandura & Walters, 1977). Prior research investigated the knowledge-transmitting intents in the digitisation of rural ICH resources through theoretical frameworks. The research indicated that external cues and internal perceptions affected users' propensity to share knowledge. The study underscored the significance of trust, reciprocity, and digital engagement in preserving ICH (Zhang & Zhang, 2025). Prior research predominantly concentrated on digital technology, social media involvement, intellectual property safeguarding, and audience views in the preservation of China's ICH. Nevertheless, a limited study has investigated the collective impact of mass communication on public awareness, cultural learning, and behavioural intentions regarding ICH preservation from the standpoint of Social Learning Theory within the Chinese setting.

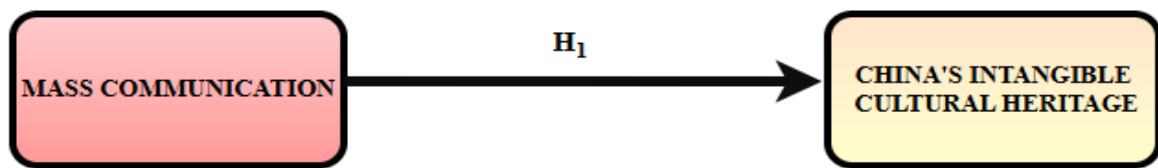
Objectives

To examine the efficient use of mass communication in preserving China's intangible cultural heritage.

Methodology

Research Design and Procedure

A quantitative, cross-sectional study design was utilised in the current research to explore how mass communication contributed to the preservation of China's ICH. The design allowed for the collection of data from respondents at a specific moment in time to quantify patterns and consider the connection between the research variables and their identified factors. Suitable responders obtained an online structured questionnaire, which was used to gather data. The survey instrument was developed as part of the study process using the variables that had been identified. While Cronbach's Alpha was included for reliability evaluation, a pilot test was used to confirm validity. Additionally, the administration of the structured questionnaire to the chosen sample and statistical analysis using SPSS version 25 assisted in identifying quantifiable correlations between promotion and the preservation results of ICH. The magnitude and direction of the statistical relationship were ascertained within the confidence interval at 95%. The statistical significance threshold was established at a p-value < 0.05. While the data was assessed employing ANOVA, the researcher utilised descriptive analysis to identify the core features of the data.



Subjects or Data Source

A survey was conducted to collect primary data for the research. Professors and journalism students at Chinese universities provided data, as they had expertise in media discourse and mass communication methodologies. The survey comprised two sections: (a) demographic data of the respondents, and (b) statements evaluated on a 5-point Likert scale to assess perceptions of the significance of mass communication in protecting ICH.

Instrumentation and Data Analysis

The present research used a purposive sampling technique to select valid and relevant study respondents in the research context. Raosoft tool recommended 613 research participants for the data collection for the study. Therefore, 750 survey questionnaires were distributed to the respondents. 723 questionnaires were returned to the researchers, from which 74 questionnaires were discarded because of inappropriate or incomplete responses. Therefore, the final sample size was 649. Statistical analysis was completed using Microsoft Excel along with SPSS 25 for the research investigation. The researcher applied a descriptive analysis technique to recognise the essential components of the data, while ANOVA was utilised to help evaluate the data acquired.

Limitations

The research was subject to several limitations that are intrinsic to quantitative research. Due to the fact that respondents were less likely to provide comprehensive explanations in response to closed-ended survey questions, it may be more challenging to capture intricate cultural meanings or contextual factors that have an effect on the preservation of cultural property. There is a possibility that quantitative data will oversimplify the complex promotion of ICH protection. Furthermore, generalising the findings may prove challenging, as the data obtained from a limited cohort of university participants in China may not accurately represent the entire nation, as connections were assessed solely once, instead of throughout multiple distinct time intervals. When utilising a cross-sectional technique, it could be more difficult to demonstrate that there is a causal relationship, because the findings would be contingent on the demographics of the respondents, in addition to their cultural understanding and patterns of media exposure.

Analysis

Factor Analysis

The objective of Factor Analysis (FA) is to determine previously unrecognised constituents via publicly accessible data. The Kaiser-Meyer-Olkin (KMO) test evaluates sample adequacy, determining the appropriateness of data for FA based on variable correlations. The principal objective of this investigation is to ascertain any evident correlations, vulnerabilities, or breaches. The results indicate that both the hypothetical model and its randomly selected parameters yield reliable estimates. The potential for discovering duplicate data entries exists. The data is more comprehensible when the proportions are

simplified. KMO presents a numerical value to the researcher, ranging from 0 to 1. The KMO value, ranging from 0.8 to 1, determines an adequate number of samples.

Kaiser delineates the following requirements: Kaiser stated that the subsequent needs were satisfied: The average is 60-069; hence, the range of 0.050 to 0.059 is significantly lower. The intermediate ground grades generally span from 0.70 to 0.79. Exhibiting a quality point score between 0.80 and 0.89.

The interval from 0.90 to 1.00 astounds them.

Table 1: Examination of KMO and Bartlett's Sampling Adequacy

According to the KMO scale: 0.852

The results of Bartlett's test of Sphericity are as follows:

Approx. chi-square = 4650.234

190 is degrees of freedom (df); sig = 0.000.

Table 1. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	4650.234
	df	190
	Sig.	0.000

The researcher employed Bartlett's Sphericity Test to analyse statistical significance in the correlation matrices. A sample size was considered enough when the KMO score reached 0.852. The outcomes of Bartlett's Test of Sphericity indicate a p-value of 0.00. Henceforth, it was reasonable to infer that the correlation matrix is not an identity matrix based on the favourable outcomes of Bartlett's Test of Sphericity.

Independent Variable

Mass communication

Mass communication is represented as the efficient diffusion of information to a broad audience and is a complex phenomenon. Its utilisation has profoundly influenced society. Mass media moulds cultural practices and values. It often involves individuals' perceptions and interactions with the world. It propagates novel concepts and ideologies that influence its viewers' purchasing behaviours, preferences and well-being. Content creators in mass media possess the authority to configure public discourse by deciding which issues are considered paramount and which issues garner any attention. Mass communication denotes the media that encompass communication, including radio, television, and mobile devices. Mass communication appears in diverse representations and provides multiple intents. It helps in public education and furthermore assists in political campaign advancement. Mass media play an essential role in entertainment delivery. It can broadcast information rapidly beyond the initial source. Multidisciplinary experts possessing a comprehensive knowledge of the procedure can utilise it to engage with a wide range of consumers. Mass communication acts

as a key mechanism for societal connection and evolution. Comprehension is crucial for individuals seeking to persuade, inform, or inspire within media (Jaguessar, 2022).

Dependent variable

China's intangible cultural heritage

ICH is a fundamental element of China's remarkable conventional cultural community. It exemplifies the ongoing transmission of Chinese civilisation and serves as an important fundamental for cultivating national sentiment and preserving national unity. They emphasise the significance of ICH in sustaining historical lineage and enhancing cultural self-assurance. They promote exchanges and mutual comprehension among civilisations and construct a resilient socialist cultural nation. ICH embraces activities and knowledge systems as well as abilities inherited through generations, such as oral traditions, traditional craftsmanship, and an understanding of nature. These cultural features are entrenched in local communities and are perpetually reconstituted in reaction to evolving social and environmental circumstances. The safeguarding of China's ICH has evolved increasingly crucial due to the substantial dangers posed by fast modernity and globalisation to its preservation. The Chinese government has instituted extensive protective measures concerning documentation and incorporation into modern cultural spheres (Zhang et al., 2024).

Relationship between mass communication and China's intangible cultural heritage:

The extensive integration of fresh technologies and modern mass media has rendered the digital distribution of ICH increasingly prevalent and retained. Contemporary digital platforms have revolutionised social communications and data distribution by creating novel cultural interaction channels and structures. The digital protection initiative for Chinese ICH substantially enhances cultural promotion and the preservation of ancient customs (Li, 2022). The proficient utilisation of mass communication can provide economic and cultural benefits to ICH practitioners while also improving the sustainability of these practices. It can reach broader and more diverse audiences beyond its origin via mass communication methods. Media platforms record and preserve endangered traditions and ensure their transfer to future generations. Televised cultural programs and digital storytelling initiatives showcase traditional practices accessible and appealing to younger audiences. Social media platforms enable interactive engagement and allow communities to exchange, reinterpret and preserve their heritages in modern circumstances. Furthermore, mass communication enriches public awareness and develops cultural pride. Integrating ICH into mainstream media narratives boosts its visibility and societal value. Simultaneously, it promotes cultural tourism and economic advancement by highlighting distinctive cultural resources (Qiu, 2023).

The researcher has developed a hypothesis to assess the relationship between mass communication and China's intangible cultural heritage, considering the previous discussion:

“H01: There is no significant relationship between mass communication and China's intangible cultural heritage.”

“H1: There is a significant relationship between mass communication and China's intangible cultural heritage.”

Table 2: H1 ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	93,646.239	220	8440.239	1151.779	0.000
Within Groups	727.634	428	7.328		
Total	94,373.873	648			

This investigation produced important insights. Considering the F-value (1151.779) and p-value (0.000) are below 0.05, statistical significance has been determined. The results specified that the alternative hypothesis, “H1: There is a significant relationship between mass communication and China’s intangible cultural heritage”, was accepted and the null hypothesis was rejected.

The study demonstrated a robust and statistically significant connection between mass communication and the preservation of China's ICH. The dataset was appropriate for FA. It was demonstrated by a KMO value of 0.852, signifying adequate sampling. Bartlett’s Sphericity Test indicated that the research variables were adequately connected and appropriate for further statistical analysis. The ANOVA test results indicated a highly significant conclusion, a distinct p-value below 0.05 and a value of F of 1151.779. The findings demonstrated that the alternative hypothesis was accepted while the null hypothesis was rejected. This determined that mass communication has an essential role in the preservation of ICH. The significant F-value reinforced the strength of the connections between research variables, confirming the reliability and robustness of the analytical model.

Findings and Discussion

The study findings underscored that mass communication approaches were crucial for the conservation and advancement of China's ICH. The findings of the study demonstrated that several mass media platforms, including digital and social media, significantly enhanced general understanding and involvement. Contemporary mass communication techniques also had a substantial function in the integration of cultural traditions. The results indicated that mass communication was not only an ancillary tool but also a concentrated effect impacting the sustainability of ICH. The integration of modern communication technologies has changed traditional cultural presentations into participatory and convenient designs, improving their effectiveness among younger individuals. This evolution blended with previous investigations that emphasised the importance of digital circulation in overcoming geographical and worldly barriers. The research confirmed that mass media improved the financial viability of cultural conventions by presenting more significant visibility to artisans and performers, authorising them to provide accessibility to more extensive audiences. Moreover, the results demonstrated that media-oriented cultural advertisement developed an intention of cultural individuality and dignity among people. The communicative elements of contemporary media facilitate residents to energetically encounter in the conservation and reconfiguration of their inheritance within recent frameworks. However, the discourse acknowledged that reliance on quantitative techniques might have deprived the depth of cultural understanding, as complex cultural implications could not be completely encapsulated by solely numerical information. The research demonstrated that mass communication greatly and thoroughly affected the conservation of China's ICH. It successfully pinnacles generational dividends. Mass

communication improved cultural communication and ensured the continuance of traditional activities in an advanced digitalised society.

Conclusion

The study determined that mass media played an essential role in maintaining China's ICH. Digital media and social media platforms have improved knowledge and participation with conventional cultural approaches. The study also demonstrated that the incorporation of mass communication technologies transformed conventional cultural presentations into engaged, communicative, and participatory backgrounds. This modification made the cultural inheritance more available to younger people. The research emphasised that mass media combine standard understanding with contemporary digitalised platforms. The study concluded that mass communication enhanced the financial sustainability of cultural actions by improving the visibility of artisans and entertainers. This divulgence developed options for cultural practitioners to maintain their livelihoods while safeguarding and communicating their chronology. Media improvement has been honoured to improve cultural dignity and a profound knowledge of history among people and communities. The findings strongly affirmed the significant association between mass communication and the protection of ICH. The research confirmed that mass communication is a powerful and efficient tool in protecting ICH. It enabled the transmission of conventional understanding and improved cultural involvement by reinforcing the significance of heritage in an increasingly digitalised world.

The study's findings may significantly impact academic organisations and media professionals with substantial responsibility in disseminating cultural information. Incorporating heritage-related content into media curricula and advocating for participatory communication strategies helps improve cultural understanding among younger generations. This may foster a sense of cultural identity and continuity while promoting active engagement in preservation efforts. Furthermore, the study will demonstrate that cultural practitioners and artisans can attain economic benefits through the strategic utilisation of mass media by acquiring insights from the research. Media exposure for cultural promotion can create new market prospects. It may improve sustainable livelihoods and promote the conservation of traditional skills. This has additional ramifications for cultural tourism and creative industries. The results indicated that more investigation could shed light on environmental dynamics and deeper cultural connotations. A more in-depth understanding of the association between mass media and historic cultural preservation may be obtained by broadening the scope beyond limited sample sizes.

References

- Bandura, A., & Walters, R. H. (1977). *Social learning theory* (Vol. 1, pp. 33-52). Englewood Cliffs, NJ: Prentice-hall.
- Cen, C., Luo, G., Tian, Y., Fu, B., Chen, Y., Huang, S., ... & Huang, G. (2024). Enhancing the dissemination of Cantonese Opera among youth via Bilibili: a study on intangible cultural heritage transmission. *Humanities and Social Sciences Communications*, 11(1), 1-13.

- Du, Y., & Chen, C. (2026). The fusion of tradition and modernity: How intangible cultural heritage content on Douyin is associated with audience cultural identity. *Humanities and Social Sciences Communications*.
- Hu, W., Li, M., Chi, X., Wang, X., & Khan, A. U. (2024). Intangible cultural heritage research in China from the perspective of intellectual property rights based on bibliometrics and knowledge mapping. *Humanities and Social Sciences Communications*, 11(1), 1-11.
- Jaguessar, A. (2022). Role of mass communication in developing countries.
- Jiang, J. (2024). The study on the publicity strategy and popularization modalities for intangible cultural heritage in China. In *SHS Web of Conferences* (Vol. 207, p. 02006). EDP Sciences.
- Li, J. (2022). Grounded theory-based model of the influence of digital communication on handicraft intangible cultural heritage. *Heritage Science*, 10(1), 126.
- Li, Y., & Chen, Y. (2025). Analysis of cultural perceptions of the intangible cultural heritage of Chinese porcelain inlay: An investigation based on social media data. *Information*, 16(2), 124.
- Liu, J. (2022). Digitally Protecting and Disseminating the Intangible Cultural Heritage in Information Technology Era. *Mobile Information Systems*, 2022(1), 1115655.
- Pan, D., & Guo, X. (2023). Image transmission of intangible cultural heritage in the era of digital media. *Proceedings*
- Pu, M., Musib, A. F., & Ching, C. C. S. (2023). The modern heritage of Chinese traditional culture in the perspective of intangible cultural heritage preservation: A case study of Henan Zhuizi. *International Journal of Academic Research in Progressive Education and Development*, 12(2), 1082-1096.
- Qiu, Q. (2023). Identifying the role of intangible cultural heritage in distinguishing cities: A social media study of heritage, place, and sense in Guangzhou, China. *Journal of Destination Marketing & Management*, 27, 100764.
- Wei, W. A. N. G., & Xin, X. U. (2024). Transformation and Development of Intangible Cultural Heritage through Technology. *Journal of Library & Information Science in Agriculture*, 36(1).
- Zhang, B., & Zhang, Y. (2025). Exploring knowledge sharing intention of digitalization of rural intangible cultural heritage (DRICH): Integrating stimulus-organism-response (SOR) theory and social exchange theory (SET). *PLoS One*, 20(6), e0325892.
- Zhang, Z., Cui, Z., Fan, T., Ruan, S., & Wu, J. (2024). Spatial distribution of intangible cultural heritage resources in China and its influencing factors. *Scientific Reports*, 14(1), 4960.
- Zihao, Z. (2022). Living inheritance and dissemination of intangible cultural heritage in the context of new media: A case study of Yugur intangible cultural heritage. *International Journal of Frontiers in Sociology*, 4(13), 88-101.