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Communication for Industrial Heritage Preservation in Anshan City, China

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ABSTRACT

This research aimed to investigate the communication strategies and processes employed to promote industrial heritage in Anshan city, China, using a qualitative research approach. The study involved key interviews with six groups: local wisdom people in industrial heritage, academic experts, government officials, artists recognized in the field, government communication officials, and tourists. The research revealed two main findings:

Communication Situation of Industrial Heritage in Anshan City: The study, drawing on collective memory and Adorno's theories, found a certain level of public memory and recognition of industrial heritage in Anshan. However, a need to enhance public awareness and appreciation was identified. Challenges in communication were noted, particularly among younger generations who showed less interest and awareness. The study suggests strengthening education and public engagement to improve awareness and understanding.

Communication Process for Industrial Heritage in Anshan City: Based on SMCR and McLuhan's theories, the research identified various mediums like cultural activities, museums, and media as effective channels for conveying the value of industrial heritage. These platforms, along with interactive engagement such as workshops and guided tours, were found crucial in enabling the public to understand and experience the heritage firsthand.

In conclusion, while there is recognition of industrial heritage in Anshan, there is a clear need for enhanced educational and publicity efforts to strengthen public awareness. The study's findings offer important insights for the preservation and promotion of industrial heritage in Anshan city.

Introduction

This research delves into the preservation and promotion of industrial heritage in Anshan City, China, against the backdrop of a dynamic tourism landscape and evolving cultural communication paradigms (Shan, 2010). As living standards rise globally, there is a growing interest in travel, not just as a leisure activity but as a means of cultural enrichment and education. This shift has led to a surge in the tourism industry, with a burgeoning interest in diverse experiences that offer both cultural depth and historical insight. Industrial tourism, centered around the exploration of industrial sites, production processes, and the lifestyles of workers, represents a new dimension in the tourism industry, offering a deeper engagement with the historical and cultural fabric of destinations.

The context of this study is two-fold: first, it navigates the global shifts in tourism trends, particularly focusing on how the transformation of industrial structures can meet changing economic and cultural demands. Secondly, it considers the significant impact of the global pandemic on the tourism sector, which has led to profound shifts in tourist behavior and market dynamics. The pandemic's influence on travel restrictions, safety concerns, and changing priorities of tourists has necessitated a reevaluation of tourism strategies. In this challenging environment, the study explores the potential of industrial heritage as a catalyst for tourism revival and economic revitalization.

Anshan's rich industrial legacy, marked by its historical significance in China's industrial development, provides a fertile ground for this exploration. The city's industrial sites are not merely relics of the past but are imbued with stories and meanings that resonate with both locals and tourists (Liu, 2007). This study aims to uncover the strategies through which industrial heritage in Anshan can be preserved and effectively communicated. By enhancing public awareness and appreciation of these sites, the research seeks to contribute to the broader discourse on sustainable tourism development. Furthermore, the study acknowledges the nuanced relationship between industrial heritage and community identity. Industrial sites in Anshan are not just tourist attractions; they are emblematic of the city's historical journey and economic evolution. Preserving these sites, therefore, involves a delicate balance of maintaining their historical integrity while adapting them to contemporary cultural narratives and tourism practices.

In delving into these themes, the research will employ a variety of qualitative methodologies, including in-depth interviews, document analysis, and field studies (Chen, 2015). These methods will facilitate a comprehensive understanding of the multifaceted nature of industrial heritage and its role in the context of modern tourism and cultural communication. Through this research, the goal is to provide actionable insights and guidelines that can aid in the preservation and promotion of Anshan's industrial heritage. It aims to demonstrate how such heritage sites can be transformed into vibrant cultural and educational spaces that contribute not only to the tourism sector but also to the cultural enrichment of society at large.

Objective

- 1) To Study Industrial heritage in presence situation in Anshan city
- 2) To study communication for preservation of industrial heritage in Anshan city

Literature Review and Research Framework

- 1) Collective memory theory

At its core, collective memory theory challenges the traditional understanding of memory as a private, individual experience. It posits that memories are not merely stored in the minds of individuals but are actively shaped and shared within the larger social fabric. This collective remembering influences not only how societies make sense of their past but also how they navigate their present and envision their future. The roots of collective memory theory can be traced back to influential thinkers such as Maurice Halbwachs, a sociologist who, in the early 20th century, laid the groundwork for understanding memory as a social phenomenon. Building upon Halbwachs' foundational ideas, subsequent scholars, including Theodor Adorno, Jan Assmann, and Pierre Nora, have contributed to the development and refinement of the theory.

- 2) Theodor Adorno

Theodor Adorno, a towering figure in the realm of critical theory and philosophy, made enduring contributions to understanding the complexities of modern society, culture, and the human condition. Born in Frankfurt, Germany, in 1903, Adorno emerged as a key member of the Frankfurt School, a group of intellectuals engaged in critical social theory. Key Factors in Theodor Adorno's Thought i.e., Negative Dialectics, Culture Industry Critique, Aesthetic Theory, Authoritarian Personality, Musicology and Philosophy of Music. Theodor Adorno's intellectual legacy continues to inspire scholars across disciplines, fostering critical thinking about the challenges posed by modernity, capitalism, and authoritarianism (Mittelman, 1996). His commitment to intellectual rigor, cultural critique, and the pursuit of human emancipation underscores the enduring relevance of Adorno's ideas in navigating the complexities of the contemporary world.

- 3) Bello SMCR propagation mode

The Bello SMCR (Source, Message, Channel, Receiver) propagation model stands as a comprehensive framework for understanding communication dynamics in diverse contexts. Developed by Cassone (2020), this model has gained prominence for its analytical depth and applicability in studying the intricate processes involved in communication. In essence, Bello's SMCR model provides a structured lens through which one can examine the fundamental components that shape effective communication. Key Factors in Bello's SMCR Propagation Model, e.g., Source (S), the source is the originator of the communication process, the entity initiating the message. Message (M), the message constitutes the information, ideas, or content being communicated from the source to the receiver. Channel (C), the channel refers to the medium or platform through which the message is transmitted. Receiver (R), the receiver represents the audience or individuals for whom the message is intended.

4) Media Influence Theory: McLuhan

Media Influence Theory, as articulated by Marshall McLuhan, stands as a seminal framework that has significantly shaped the understanding of how media impacts societies, cultures, and individuals. Marshall McLuhan, a renowned media theorist and scholar, introduced groundbreaking concepts that transformed the discourse on media and its pervasive influence. This theory goes beyond merely analyzing the content of media messages and delves into the profound ways in which the medium itself shapes and molds human perception. Key Factors in Media Influence Theory: McLuhan e.g., *The Medium is the Message*, *Global Village*, *Hot and Cool Media*, *Understanding Media Environments* (McLuhan & Powers, 1989: 42-85).

5) Development Communication

Development Communication Theory represents a critical framework that explores the role of communication in fostering positive social change, economic progress, and overall human development. Rooted in the belief that effective communication is fundamental to addressing development challenges, this theory seeks to understand how communication processes contribute to and enhance development endeavors on a local, national, and global scale. By recognizing communication as a catalyst for social change, this theory provides a framework for designing and implementing communication strategies that contribute meaningfully to the advancement of communities and societies (Servaes, 1999: 38). As we delve into the key factors of Development Communication Theory, we will explore how these principles guide the planning, implementation, and assessment of development initiatives around the world.

Methodology

The methodology of this research is qualitative, designed to explore the industrial heritage of Anshan City, China, from multiple perspectives. The research process is structured into several stages, including data collection, analysis, and synthesis of findings.

1) Research Design The research is primarily grounded in qualitative methods, including documentary research, interviews, and focus group discussions. This approach allows for an in-depth exploration of the industrial heritage of Anshan, capturing its historical, social, and cultural dimensions.

2) Population and Key Informants

The population in this study was people exposed to the people who related to industrial heritage in Anshan area. This research study is a qualitative study using documentary research the content of the industrial culture" in the 100 years Industrial heritage.

Keys Informants 12 persons consist of 6 groups of industrial heritage related personnel were interviewed to explore industrial heritage culture. In view of the cultural industrial heritage transfers process, details are as follows:

1. Interviews with 5 industrial heritage of local wisdom people
2. Interviews with 2 industrial heritage academics
3. Interviews with 2 industrial heritage government officials

4. Interviews with artists who is recognized in the industry of industrial
5. Heritage 1 person
6. Interview with government officials responsible for communication and
7. public relations for the project number of 1 people
8. Interviews with 1 conservation tourist

3) Ares of study and Period of study

A total of five industrial heritage research projects were conducted, which were conducted from the perspectives of history, sociology and culture. The research focuses on five dimensions of culture. The survey samples are divided into historical data, social data and interview records.

The researcher has selected representatives from each of the 5 locations as follows:

1. Industrial heritage of buildings represents "Jingjingliao Site"
2. The industrial heritage of mining areas represents "Dagushan Mining area."
3. The industrial heritage of buildings represents "Dongshan Hotel"
4. The industrial heritage of building transformation represents "Angang Science and Technology.
5. Museum "The industrial heritage of equipment represents "Gang Steel Museum".
6. The study was conducted for 6 months

4) Data Collection

The data sources for this research are categorized into two types.

Documentary and Secondary Data: This includes historical data, social data, and cultural data related to Anshan's industrial heritage. Sources comprise documents, website content, and related research literature. These data provide a foundation for understanding the basic information of industrial heritage sites, the collective memory associated with them, and various historical facts.

Primary Data from Field Research: Primary data are obtained through interviews and focus group discussions with key informants related to industrial heritage in Anshan. This includes local experts, government officials, academics, artists, and community members. These interviews help to gather first-hand insights and perspectives on the industrial heritage of Anshan.

5) Data Analysis

Data analysis involves categorizing information obtained from documentary sources and interviews according to the study's objectives. The process includes organizing data into coherent themes, identifying patterns, and interpreting findings in relation to the research questions. This analysis helps to construct a comprehensive understanding of Anshan's industrial heritage and its significance in the context of cultural preservation and tourism development.

6) Research Steps

The research procedures consist of several key steps:

Step 1 Sorting out Anshan's Industrial Heritage Culture: Identification and classification of Anshan's industrial heritage sites.

Step 2 Conducting Focus Group Interviews: Interviews are conducted at various industrial heritage locations in Anshan to gather diverse perspectives.

Step 3 Collection and Analysis of Communication Processes: Focus on how the preservation and promotion of industrial heritage are communicated in Anshan.

Step 4 Formulating Research Conclusions: The final step involves synthesizing the research findings to draw conclusions and suggest recommendations for the preservation and promotion of Anshan's industrial heritage.

This research methodology is designed to provide a holistic understanding of Anshan's industrial heritage and its role in cultural communication and tourism, with a particular focus on sustainable preservation and promotion strategies.

Result

1) Documentary Research and Key Informant Interview Findings

Historical Overview and Development of Anshan's Industrial Heritage, Anshan's industrial heritage dates back to the late Neolithic period, evolving significantly during the Liao and Jin dynasties. The city played a crucial role in China's industrialization, particularly with the establishment of Anshan Iron and Steel Company (Angang) in the mid-20th century. Despite challenges in the late 20th and early 21st centuries, Anshan has pursued industrial restructuring and economic diversification. Preservation of Industrial Heritage, Anshan's efforts in transforming industrial sites into cultural and tourist attractions have been pivotal. The Anshan Iron and Steel Museum is a notable example of showcasing the city's industrial history and worker contributions (Dagron & Gumucio, 2003). Government and Industry Collaboration, A significant shift has been observed in the approach towards industrial heritage preservation. The partnership between the government and Anshan Steel Company (AISC) has evolved from limited communication to a collaborative relationship. This partnership involves joint initiatives, policy development, and continuous dialogue, emphasizing a shared vision of preserving Anshan's industrial history and promoting sustainable tourism.

2) Communication Strategies for Preservation and Promotion

Sender (Government and Industry Company/Community), the government and industry companies like Anshan Iron and Steel Company have played key roles in promoting industrial heritage, aligning economic objectives with cultural preservation. Message (Campaign or Policy), campaigns and policies have been designed to promote the historical and cultural significance of Anshan's industrial heritage. Channel (Traditional and Online Media), various communication channels, including traditional and online media, have been utilized to disseminate information about Anshan's industrial heritage. Receiver (Tourism Agencies and Field Trips), the primary audiences for these messages include domestic and international tourism agencies and individuals participating in field trips. Problems and Obstacles for Preservation, challenges faced in the preservation of industrial heritage in Anshan city have been identified, necessitating strategic communication guidelines for improvement.

3. Analysis of cultural recognition of Anshan industrial heritage

SWOT Analysis

Strengths:

Historical and Cultural Significance: Anshan's industrial heritage, dating from the early 20th century, is an important part of China's industrialization process.

- **Diverse Heritage Types:** The industrial heritage in Anshan is categorized into production and construction buildings, equipment, living buildings, support facilities, and art exhibition spaces.
- **Government and Industry Collaboration:** There is a strong partnership between the government and industry companies, like Anshan Iron and Steel Company, for heritage preservation.
- **Weaknesses:**
- **Limited Public Interest:** Younger generations show less interest in industrial heritage, indicating a gap in awareness and engagement.
- **Challenges in Communication:** Difficulty in effectively communicating the significance of industrial heritage to the public, especially the younger demographic.
- **Opportunities:**
- **Tourism and Cultural Education:** Utilizing industrial heritage sites for tourism and educational purposes, like the Anshan Iron and Steel Museum, can enhance public awareness and appreciation.
- **Policy Support:** Implementation of policies promoting tourism and preservation of industrial heritage offers opportunities for development and engagement.
- **Threats:**
- **Modern Development Conflicts:** Some public perceptions view industrial heritage as incompatible with modern development.
- **Evolving Communication Channels:** Staying relevant in the face of rapidly changing media and communication platforms poses a challenge.

SOAR Analysis

SOAR focuses on Strengths, Opportunities, Aspirations, and Results.

Strengths:

- **Rich Historical Background:** Anshan's industrial heritage is deeply rooted in its history of industrialization.
- **Varied Heritage Functions:** The classification into different types of industrial heritage functions provides a broad scope for preservation and utilization.

- Collaborative Efforts: The cooperation between government and industry for heritage preservation is a significant strength.
- Opportunities:
- Enhancing Tourism: By promoting industrial heritage as a tourist attraction, Anshan can improve its economic and cultural status.
- Educational Integration: Integrating industrial heritage into educational programs can raise awareness and appreciation among younger generations.

Aspirations:

- Broad Public Engagement: Aspire to engage a wider audience, especially younger generations, in appreciating and preserving industrial heritage.
- Sustainable Heritage Utilization: Aim to develop sustainable models for utilizing industrial heritage in a way that benefits both tourism and local communities.
- Results:
- Increased Tourism and Economic Growth: Achieve enhanced tourism through effective preservation and promotion of industrial heritage.
- Educational and Cultural Enrichment: Foster a deeper understanding and appreciation of industrial heritage among all segments of society.

4.Update the communication paradigm of industrial heritage city development

Communication Directions (Vertical and Horizontal Communication)

The research identifies two primary communication dynamics in the preservation of industrial heritage: government and industry company (vertical communication) and government and community (horizontal communication). Vertical communication involves top-down policy directives and initiatives driven by government bodies, often in partnership with industry companies like Anshan Iron and Steel Company (AISC). This hierarchical communication model is directive in nature, reflecting traditional development paradigms where state actors play a significant role in development initiatives. Horizontal communication, on the other hand, manifests through community engagement and public-private partnerships, denoting a more decentralized and participatory approach aligned with alternative development paradigms that emphasize community-based strategies and local wisdom.

1) Approach

The preservation initiatives for Anshan's industrial heritage adopt a multi-faceted approach that combines policy development, public and private sector collaboration, and community involvement. The government's role in policy-making and regulation is complemented by the practical insights and historical contributions of industry companies, while the community's perspective and participation add a grassroots dimension to the preservation efforts. This approach mirrors alternative development theory's advocacy for participatory communication, local involvement, and the leveraging of indigenous knowledge and practices for sustainable development.

2) Participation and Collaboration

The study highlights the three pillars of participation: the public sector (government bodies and AISC), the community (local wisdom and key informants), and the private sector (tourism and service-related businesses). Each pillar plays a crucial role in the communication and preservation process, embodying a multi-stakeholder model that is central to alternative development paradigms. Participation occurs at various levels, including inter-sectoral collaboration and public engagement, ensuring that the preservation strategies resonate with the community's cultural identity and economic aspirations.

3) Media Usage

The research suggests that the promotion of Anshan's industrial heritage employs a mix of traditional and online media, with a significant emphasis on channels that facilitate word-of-mouth communication. This indicates a preference for media strategies that are localized and tailored to the community's characteristics and preferences, aligning with alternative communication theories that prioritize localized, decentralized media over mass media.

4) Content Emphasis Over Mass Media Selection

The analysis of promotional strategies for Anshan's industrial heritage indicates that content—particularly historical narratives, cultural significance, and local stories—is prioritized over the sheer selection of mass media channels. This focus on content reflects a strategic choice to emphasize the quality and relevance of the message, ensuring that it engages the audience and conveys the depth of Anshan's industrial legacy, which is consistent with the alternative development paradigm's focus on the substance of communication and its cultural resonance.

5) Research Conclusion and Implications for Development Theory

The conclusion of the research underscores the importance of a synergistic approach that integrates policy-making, industrial insights, and community participation. This integrative strategy is essential for formulating effective heritage conservation plans that balance economic objectives with cultural preservation. The research thus contributes to the broader discourse on development by illustrating how industrial heritage preservation can serve as a conduit for sustainable urban development, cultural diversity promotion, and economic revitalization, encapsulating the essence of alternative development paradigms.

The insights derived from the thesis resonate with the principles of alternative development theory, which calls for a move away from traditional, top-down development models towards more inclusive, participatory, and culturally sensitive frameworks. The case of Anshan's industrial heritage preservation exemplifies how alternative development paradigms can be operationalized in practice, offering valuable lessons for other regions and contexts seeking to balance heritage conservation with modernization and economic development.

5. Integrating Alternative Development Communication Paradigms in Anshan's Industrial Heritage Preservation

1) Contextualizing the Paradigm Shift

The alternative paradigm of development communication, with its emphasis on participatory and community-centric approaches, offers a transformative lens through which the industrial heritage preservation in Anshan City can be reinterpreted. This paradigm shift is pivotal in addressing the identified gaps in public awareness and the generational disconnect observed in Anshan's industrial heritage communication strategies.

Participatory Communication for Enhanced Public Engagement

The research findings underscore the necessity for a participatory communication model that actively involves local communities in the preservation process. This approach aligns with the alternative paradigm's advocacy for bottom-up communication strategies, where community members are not mere recipients of information but active participants in shaping the narrative around their heritage. Such participatory methods could include community-led tours, local storytelling sessions, and involving residents in decision-making processes related to heritage sites.

2) Leveraging Local Wisdom and Empowerment

Anshan's preservation efforts can be significantly enriched by incorporating local wisdom and practices. This aligns with the alternative development communication paradigm's emphasis on local knowledge and empowerment. By integrating the insights and experiences of local experts and elders, the preservation strategy not only gains authenticity but also fosters a sense of ownership and pride within the community.

3) Cultural Sensitivity in Communication Content

Given the diverse cultural fabric of Anshan, a communication strategy that is sensitive to the local cultural nuances is imperative. The alternative paradigm underscores the importance of cultural sensitivity, suggesting that messages and campaigns be tailored to resonate with the cultural values and historical context of the community. This could involve the use of local dialects, cultural symbols, and references to local legends and stories in communication materials.

4) Sustainability and Environmental Considerations

Sustainability is a core component of the alternative development communication paradigm. In the context of Anshan, this translates into promoting practices that ensure the long-term preservation of industrial heritage sites while being mindful of their environmental impact. Communication strategies should thus emphasize the ecological aspects of preservation and promote sustainable tourism practices.

Fostering Social Change Through Education

Education is a powerful tool for social change, a concept central to the alternative paradigm. The research suggests the need for educational initiatives that not only inform but also inspire and engage. Incorporating industrial heritage into school curricula, organizing educational workshops, and creating interactive learning experiences at heritage sites can

facilitate a deeper understanding and appreciation of Anshan's industrial past, especially among younger generations.

5) Collaborative Efforts Across Stakeholders

The study highlights the importance of multi-stakeholder collaboration, resonating with the alternative paradigm's focus on inclusive participation. Partnerships between government bodies, private sector entities, cultural organizations, and the community are essential for the holistic preservation and promotion of industrial heritage. Such collaboration can lead to more innovative and comprehensive preservation strategies that align with the community's needs and aspirations.

Integrating the alternative development communication paradigm into Anshan's industrial heritage preservation strategy offers a pathway to more inclusive, culturally sensitive, and sustainable preservation practices. This approach not only addresses the current communication challenges but also sets a precedent for other cities grappling with similar heritage preservation issues. The adoption of this paradigm signifies a shift towards a more participatory, empowering, and community-focused approach to development communication, aligning Anshan's industrial heritage preservation with contemporary global best practices.

Discussion

Integration of SMCR Model in Communication Analysis

The application of the SMCR model in the context of Anshan's industrial heritage has illuminated the intricate dynamics of information dissemination and reception. This model has been instrumental in breaking down the communication process into distinct yet interconnected components, each playing a vital role in how the story of Anshan's industrial heritage is told and understood.

1) Sender Perspectives and Diversity, the variety of senders, including workers, scholars, artists, and government officials, has provided a rich tapestry of perspectives on the industrial heritage. Each group contributes a unique narrative, shaping the overall message about Anshan's industrial past. For example, Li Jianguo's personal narratives as a retired worker highlight the emotional and experiential aspects, while Dr. John Smith's academic insights offer a more analytical view of the heritage's significance (Li, 2002).

2) Message Content and Its Evolution, the content of the message about Anshan's industrial heritage is not static but evolves with the senders' perspectives and societal changes. Scholars and artists, in particular, play a crucial role in reinterpreting and recontextualizing the heritage, thus keeping the message relevant and engaging for contemporary audiences.

3) Channel Effectiveness and Reach, the diverse channels used for communication, from traditional to digital media, impact the reach and effectiveness of the message. The choice of channel can either broaden the audience, as in the case of social media platforms appealing to younger demographics, or target specific groups, like academic research catering to scholars and professionals (Hu, 1999).

4) Receiver Engagement and Interpretation, the receivers of the message, encompassing local residents, students, tourists, and other stakeholders, interact with the information based on their backgrounds and interests. This interaction is crucial for the message to resonate and for the heritage to be appreciated and preserved. Understanding the receivers' perspectives enables the development of targeted communication strategies.

Challenges and Opportunities in Communication

This section will delve deeper into the challenges faced in communicating the value of Anshan's industrial heritage, such as bridging generational gaps and adapting to technological advancements. It will also explore the opportunities these challenges present, like using innovative artistic methods to engage younger audiences and employing digital platforms for wider reach. Enhancing Communication Strategies, in conclusion, the application of the SMCR model has provided valuable insights into the complexities of communicating Anshan's industrial heritage. The research underscores the need for multifaceted and inclusive communication strategies that consider the diversity of senders, the evolving nature of the message, the effectiveness of various channels, and the perspectives of different receivers. Such strategies are essential for enhancing public awareness and engagement with industrial heritage, ultimately contributing to its preservation and sustainable utilization. Industrial Heritage Communication and the Globalization-Localization Perspective, The communication strategy for industrial heritage preservation in Anshan City reveals the importance of the dynamics between globalization and localization, as presented by Servaes and Lie in "Media and Politics in Transition: Cultural Identity in the Age of Globalization" (Servaes & Lie, 1997). In the context of globalization, localization strategies are key to ensuring cultural uniqueness and community involvement. Utilizing local media and cultural activities in Anshan not only emphasized the historical and cultural significance of industrial heritage but also ensured participation and identification by community members.

Moreover, according to Martin-Barbero in "Communication, Culture and Hegemony," cultural hegemony and communication play a central role in forming and disseminating societal values (Martin-Barbero, 1993). In the case of Anshan, this communication is not just about disseminating information about industrial heritage but also about fostering a sense of cultural and historical identity. Educational and public participation initiatives increased public awareness of the value of industrial heritage, echoing Pradip Thomas's assertion in "Communication and the Persistence of Poverty" that the essence of development communication lies in sharing knowledge to achieve consensus. Participatory Communication in Industrial Heritage Preservation, Alfonso Gumucio Dagron emphasizes the importance of participatory communication and community-based strategies in "Vertical Minds versus Horizontal Cultures"). In Anshan, this participatory approach is evident as local residents are not merely recipients of information but actively contribute to the preservation narrative. This reflects the key role of community engagement and empowerment in sustainable development projects.

According to Robertson in "Globalization: Social Theory and Global Culture," globalization is a complex process involving cultural, political, and social structures (Yan, 2016). In Anshan's communication and preservation of industrial heritage, the interplay between global and local

elements is particularly apparent. By combining a global perspective with local practices, Anshan's strategy not only promotes effective preservation of industrial heritage but also demonstrates a new way to protect cultural heritage in the context of globalization. Global Perspectives on Cultural Preservation, the concept of the global village, as put forth by McLuhan and Powers in "The Global Village: Transformations in World Life and Media in the 21st Century," underscores the importance of global interconnectedness and cultural exchange (McLuhan & Powers, 1989). Anshan's approach to preserving its industrial heritage, through communication and educational activities, showcases how local cultures and histories can be preserved and celebrated within the larger context of globalization.

Globalization and the Dynamics of Cultural Identity, the case of Anshan's industrial heritage preservation demonstrates the intricate interplay of globalization and cultural identity, a theme central to Mittelman's "Globalization: Critical Reflections" (Mittelman, 1996). As global influences permeate local cultures, it becomes increasingly important to maintain and communicate the unique aspects of local heritage. Anshan's approach to preserving its industrial heritage, by integrating local history and community values into its communication strategies, exemplifies this balance between global influence and local cultural identity. Media, Communication, and Shaping Collective Memory, Schlesinger's insights in "Wishful Thinking: Cultural Politics, Media and Collective Identities in Europe" highlight the media's role in shaping collective memory and identity (Schlesinger, 1993). In Anshan, media narratives surrounding industrial heritage sites play a crucial role in shaping public perception and collective memory. This aligns with McLuhan and Powers' concept of the global village, where media can bridge geographical and cultural gaps, allowing for a shared experience of heritage (McLuhan & Powers, 1989).

The Role of Communication in Cultural Hegemony, Martin-Barbero's analysis in "Communication, Culture and Hegemony" is particularly relevant when considering the role of communication in establishing cultural hegemony (Martin-Barbero, 1993). In Anshan, the communication strategies employed in the preservation of industrial heritage not only inform but also contribute to shaping the hegemonic understanding of the city's industrial past. This process aligns with Said's discussion in "Culture and Imperialism" on how narratives can shape and sometimes dominate cultural perspectives (Said, 1993). Conclusions and Implications for Development Communication, this study reinforces the importance of an integrated strategy that encompasses policy formulation, industrial insights, and community participation. Such strategies are essential for creating effective preservation plans that balance economic goals with cultural conservation. The case of Anshan's industrial heritage serves as a practical example of an alternative development paradigm, offering insights for regions seeking to balance heritage preservation with modernization and economic development.

Anshan's approach to industrial heritage preservation represents a confluence of global and local dynamics in development communication. The strategies employed resonate with the theoretical frameworks provided by Servaes, Lie, Gumucio Dagron, Martin-Barbero, and others, highlighting the multifaceted role of communication in cultural heritage preservation. This case study contributes to the broader discourse on development communication, offering practical insights and implications for similar heritage preservation projects worldwide.

Conclusion

This research, embarked upon with a profound commitment to exploring the communication of industrial heritage in Anshan City, China, stands at the confluence of theoretical insights and empirical findings. The journey, articulated through the objectives outlined in the introduction, was navigated with an array of theoretical lenses including Collective Memory theory, Adorno's critical theory, McLuhan's Media Influence Theory, the Bello SMCR propagation mode, and principles of Development Communication. The research methodology, a qualitative approach, employed in-depth interviews with varied stakeholders to unravel the intricate tapestry of industrial heritage communication in Anshan City.

The findings of this research reveal a dual-layered structure in the communication dynamics of Anshan's industrial heritage. Firstly, the communication situation highlights a palpable presence of public memory and recognition of the city's industrial heritage. However, this recognition is accompanied by gaps in public awareness and appreciation, signaling the need for more robust educational and engagement efforts. The younger generation's tepid interest and the public's dichotomous perceptions underscore the urgency for interventions that resonate more deeply with diverse demographic segments.

Secondly, the communication process emerges as a vibrant spectrum, employing mediums like cultural activities, museums, and media. These channels have been effective in elevating public interest and awareness, with museums and exhibitions playing pivotal roles in showcasing the industrial heritage. The power of media – in its varied forms – in disseminating stories and values of industrial heritage is unequivocal. The interactive engagement through workshops and guided tours has further enriched the public's experiential understanding of this heritage.

Synthesizing these insights, the research underlines the essentiality of a multi-pronged communication strategy in preserving, inheriting, and promoting Anshan's industrial heritage. The city's industrial heritage, rich in cultural and historical significance, demands a communication approach that is both inclusive and innovative. This approach should not only acknowledge the existing public memory but also actively work towards expanding and deepening this collective awareness. Educational initiatives aimed at younger generations should be designed to be engaging and relatable, bridging the gap between historical appreciation and contemporary relevance. Public engagement must move beyond traditional formats to incorporate immersive and interactive experiences, allowing a more profound personal connection with the heritage.

Moreover, the role of media – both traditional and new forms – is instrumental in creating a sustained and dynamic narrative around industrial heritage. This narrative should be crafted to resonate across different societal segments, addressing varied interests and perceptions. In conclusion, this research contributes significantly to the understanding of industrial heritage communication in Anshan City. It provides a nuanced perspective on the challenges and opportunities within this domain, offering a roadmap for future initiatives aimed at preserving and valorizing this rich heritage. The findings and recommendations of this study are not just relevant for Anshan City but can also provide valuable insights for similar

contexts globally, where the communication of industrial heritage is integral to cultural preservation and education.

Recommendations

Enhancing Public Awareness and Engagement Targeted Educational Initiatives:

Given the generational differences in the perception of industrial heritage, it's imperative to introduce educational initiatives aimed at younger generations. These should include curriculum integration in schools, interactive workshops, and educational tours of heritage sites. Such initiatives can instill an appreciation for industrial heritage from an early age.

1) Community Involvement Programs

Encouraging local community involvement through participatory events, such as heritage conservation projects and community history days, can foster a sense of ownership and pride among residents. This approach not only educates but also actively engages the community in preservation efforts.

2) Use of Digital Platforms

Exploiting digital platforms for storytelling can significantly enhance the reach and appeal of Anshan's industrial heritage. Creating virtual tours, interactive online exhibitions, and utilizing social media for engagement can attract a broader audience, especially tech-savvy younger generations.

3) Funding and Grants

Securing government and private funding for the preservation and promotion of industrial heritage sites is crucial. Grants can be allocated for restoration projects, educational programs, and community-based heritage initiatives.

4) Public-Private Partnerships

Encourage partnerships between government bodies, private sector players, and non-profit organizations. Such collaborations can lead to more sustainable preservation models, combining public interest with private sector efficiency and resources.

Recommendations for Future Research

1) **Comparative Studies**, future research could involve comparative studies with other cities that have successfully integrated industrial heritage into their urban fabric. This could provide valuable insights and best practices that can be adapted for Anshan.

2) **Longitudinal Impact Studies**, there is a need for longitudinal studies to assess the long-term impact of communication strategies and preservation efforts on public awareness and engagement with industrial heritage.

3) **Cross-disciplinary Approaches** encourage cross-disciplinary research combining history, urban planning, cultural studies, and communication to provide a more holistic understanding of industrial heritage and its implications for urban communities.

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