

The Communication Strategy of Chinese Liquor Culture from a Cross-Cultural Perspective

Yuanping Zhong*

College of Foreign Languages, Sichuan University of Science & Engineering, Yibin 644002, Sichuan Province, China

*Corresponding author: Yuanping Zhong, zhongypsegi@163.com

Copyright: © 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: Chinese liquor contains a rich culture. It is not only the representative of the excellent traditional culture of the Chinese nation but also a treasure of the world civilization. In addition, it has also become the envoy of China and the world in trade, economy, and people's hearts. Based on the cross-cultural perspective, this paper makes a thorough study of the strategies of Chinese liquor culture communication to the outside world, analyzes its communication significance, and puts forward the corresponding measures to promote its communication, in the hope of enriching the communication connotation and improving the communication value; at the same time, it can provide a beneficial reference for China's liquor culture inheritance and communication.

Keywords: Cross-cultural perspective; China; Liquor culture; External communication

Online publication: May 24, 2024

1. Introduction

Chinese *baijiu* contains a rich culture, and the liquor culture is used as a major carrier of communication, so that consumers around the world can get in touch with Chinese culture while tasting delicious *baijiu*. Attaching importance to the external dissemination of *baijiu* culture will not only promote economic growth but also promote the high-quality development of *baijiu* enterprises.

With "liquor culture" as the keyword, the number of related literature articles found is 687. After analyzing them, it is found that domestic and foreign scholars' researches on *baijiu* culture are elaborated from the perspectives of the relationship between liquor and culture and the positioning of *baijiu* culture. For example, Wang took the origin of liquor as the starting point of his research, elaborated on the relationship between liquor and culture from the perspective of historical development, and proposed that through the combination of the two, a humanistic relationship and historical society based on liquor culture could be built ^[1]. Anderson *et al.* introduced the brewing characteristics and historical culture of major wines in the world ^[2]. Li proposed that enterprises did not scientifically integrate traditional cultural elements into liquor products in marketing, but simply combined them, resulting in unsatisfactory marketing results ^[3]. Ma proposed that wine and foreign wine create a healthy and fashionable image in the publicity, which is widely recognized by young people.

However, *baijiu* has not yet established its cultural image in line with public values ^[4]. Wu, focusing on the pragmatic translation of the internationalization of *baijiu*, proposed that in the communication of *baijiu* culture to the outside world, attention should be paid not only to the macro construction, but also to the micro level. Many measures should be taken, such as publishing bilingual poetry collections containing liquor culture and setting up foreign language websites of *baijiu* enterprises to improve the translation level of commodities and advertisements, to create conditions for the dissemination of *baijiu* culture in China ^[5].

After analyzing the relevant materials of previous studies on *baijiu* culture, it is found that although the *baijiu* culture that has been inherited and preserved for thousands of years is extremely precious, it has not formed a complete, systematic, and large-scale dissemination in the world. When it comes to Chinese *baijiu* culture, the foreign audience is still relatively unfamiliar, and the group that understands it is relatively small. Based on this, Chinese liquor should pay attention to the external communication of culture, show the excellent traditional culture of the Chinese nation through scientific communication strategies, and lay a foundation for its foothold in the fierce international market environment; at the same time, it also provides a guarantee for Chinese liquor enterprises to enhance international competitiveness.

2. The significance of the external communication of Chinese liquor culture from the perspective of cross-cultural communication

The new era has started a new journey, and China's ideological and cultural publicity work has ushered in new opportunities and challenges. To promote cultural prosperity, jointly build a strong cultural country, and reflect the fine culture of the Chinese nation for thousands of years, we should pay attention to the improvement of international communication skills, so as to enhance China's cultural strength and influence.

The mass culture-related industries in the United States mainly include three parts, such as high-tech industry and the media industry. Its cultural products correspond to high-tech products, fast food, drinks, and so on, such as Apple, Hollywood, McDonald's, and so on. These industries are so strong that they can be seen in many countries and regions. It can be said that they have penetrated almost every corner.

In this regard, we should have a correct and comprehensive understanding. While strengthening our cultural self-confidence, we should uphold an open and inclusive mind, strive for innovation, learn from the advantages of others in external communication, and improve our ability to use mass culture, so as to spread the Chinese civilization further and promote the culture of all walks of life to the world based on the cross-cultural perspective. On this basis, we should tell China's own story well, spread the voice of China, and fully demonstrate the level of the industry and the value of commodities, including cultural value. On the way to the new journey, we should show our individuality under the background of common discourse, and take this as the core strategy to build a sound external communication system, follow the basic laws of communication, and use rich communication paths and personalized communication discourse to enhance the communication power and appeal of *baijiu* culture ^[6].

2.1. Conducive to promoting the dissemination of baijiu culture

China's accession to the WTO (World Trade Organization) is a turning point in the dissemination of *baijiu* culture, which not only greatly improves the dissemination efficiency, but also brings new changes to the communication system and dynamics, that is, Chinese characteristics are more prominent, and China's *baijiu* culture has the label of Oriental culture in the field of trade and the system of cultural communication ^[7].

2.2. Spreading *baijiu* culture by word of mouth

Chinese liquor culture was not recorded in written form at the early stage of its dissemination, and it was only a kind of survival experience of human beings. In fact, this culture has a long history and is in line with the development of human society. After a long process of evolution in early human society, myths and legends promoted the development of Chinese liquor culture, making its cultural and historical origin mysterious. With the help of people's oral transmission, this culture was continued and known by the world^[8].

2.3. *Baijiu* culture has Chinese characteristics

Liquor enterprises often pay more attention to the communication of their own culture in brand marketing, especially when they go abroad to promote the outside world, they will often integrate the excellent traditional Chinese culture, so as to further highlight its differences.

(1) Publicizing China's excellent traditional culture

There are many *baijiu* brands in the world. If Chinese *baijiu* brands want to go abroad, they should highlight their own cultural connotation. At present, the marketing of liquor products is in full swing, and a perfect system has been formed. The publicity and planning of liquor culture have become a major focus of attention. For example, some Chinese liquor enterprises hold liquor culture fairs and tourism projects featuring liquor culture, which promote the development of the local eco-tourism economy on the basis of spreading liquor culture. In addition, activities such as dance and music can also be held to publicize Chinese liquor culture and continuously enhance its influence^[9].

(2) Promoting *baijiu* culture

To get a wider range of dissemination for Chinese liquor culture, it is necessary to change the wrong communication concept of liquor brands in the past, break the situation of separate administration, build a perfect international communication system, and highlight its Chinese characteristics, so as to make the liquor culture spread more widely.

3. The communication strategy of Chinese liquor culture from a cross-cultural perspective

3.1. Establishing the concept of external communication from a cross-cultural perspective

From the cross-cultural perspective, to carry out external communication of China's liquor culture well, it should first establish a correct idea, and change from the past external publicity to external communication. For international audiences, external communication has two distinct characteristics. One is that the subject of communication is wider, including any individual or group, etc. The other is that the subject of communication has more diversified objectives. The communicators may share out of curiosity and interest, or they may be health propaganda conducted by public welfare organizations. Pleasant and relaxed communication guarantees the correct and objective interpretation of information by international audiences^[10]. In addition, the rise and wide application of social media platforms and the active participation of international users have made these platforms one of the main positions for people to carry out cross-cultural communication. The new communication mode is both an opportunity and a challenge for Chinese media. How to make use of new media in all walks of life to be successful globally is an urgent problem to be solved at present, and the same is true for liquor enterprises. Therefore, liquor enterprises should seize the opportunity of the times, spread liquor culture to the international audience with the help of new media, pass on the Chinese spirit, and shoulder the heavy responsibility of promoting China's excellent traditional culture.

(1) Paying attention to interpersonal communication

Interpersonal communication plays an important role in external communication. As a means of information exchange, the subjects involved include both individuals and individuals, as well as individuals and many people. Through mutual communication and exchange, the subjects can learn about other people's attitudes, emotions, and other relevant information, and establish new social bonds between people. With the advancement of globalization, Chinese people use online and offline means such as studying abroad and the Internet to show the current living conditions of Chinese people and the excellent Chinese national culture. They transmit their knowledge, feelings, and thoughts to people around the world through multimedia platforms, which are more likely to be recognized, supported, and resonated with others^[11]. The young group is the main force in mastering the network technology and the application of media platforms, and their participation enthusiasm directly affects the efficiency and effect of interpersonal communication. Therefore, in order to strengthen the construction of Chinese liquor culture and promote its wider dissemination, it is necessary to start with the youth group, let them recognize the value and rich connotation of Chinese liquor culture itself, let the youth group exert their advantages in the application of new media, and use social platforms to vigorously spread Chinese liquor culture and lay a cornerstone for its fame.

(2) Changing the way mass media sets the agenda

Agenda-setting actually demonstrates the power of mass media as a means of communication. The impact of news events varies depending on the agenda. Therefore, it is imperative to attach importance to agenda setting and take it as an important carrier of Chinese liquor culture dissemination. The cultural system of communication activities, especially external communication activities, is completely different from that of internal communication. The official media should change its concept and spread Chinese liquor culture in a softer way and set and spread the agenda with a more objective attitude^[12].

3.2. Exploring the internationalization of *baijiu* brands with the help of culture and industry

In recent years, China's famous liquor enterprises have no longer been limited to the domestic, but have adjusted their strategies and begun to take the road of internationalization, and the effect is satisfactory. With the gradual promotion of the construction of the Belt and Road, Chinese liquor enterprises have ushered in a new historical opportunity. How to carry out international communication and improve the effect of communication is one of the important issues in front of relevant enterprises^[13]. With the help of culture and industry, it is conducive to breaking through the heavy encircle of international liquor brands. At present, Jinshiyuan has been paying more attention to the construction of national brands in brand construction. The national brand represents the excellent traditional culture of the Chinese nation, and cultural self-confidence is the foundation of the brand's survival, the cornerstone and power source of brand building, which is conducive to showing its inclusive culture. When building national brands, Jinshiyuan combines liquor culture and Chinese culture to create a new marketing system, which not only gives the brand faith, but also greatly improves customer stickiness and opens up a new development and marketing path for liquor enterprises^[14].

When opening the path of internationalization, in addition to strengthening brand construction, Chinese liquor enterprises should also have international thinking, understand the flavor and taste of foreign countries, cultural communication, scene channels, and other aspects of content, actively spread the rich and positive values contained in Chinese liquor itself, and integrate with the local culture. On this basis, the story of Chinese liquor culture should be told and its sharing concept should be spread. In addition, it should integrate and

optimize the resources of international communication, tell the story of Chinese *baijiu* in multiple languages, and spread the Chinese *baijiu* culture and taste to consumers around the world, so as to enlarge and strengthen the *baijiu* market. Moreover, it should actively innovate products, so as to make them conform to the consumption habits of young people or foreign consumer groups^[15].

For example, in 2023, “wine and coffee” set off a hot search, selling 100 million yuan in sales on the first day, so that “sauce-flavored latte” not only quickly occupied the domestic market, but also let the mellow flavor spread abroad. As the representative of the Chinese brand *baijiu*, Moutai not only has many loyal customers in China but also has a wide range of fans abroad. Therefore, “Moutai + Coffee” has also set off a wave of publicity in foreign media. It can be seen that Kweichow Moutai is extending its reach to more areas, allowing young consumers to have their first taste of Moutai in life. “Moutai + Coffee” actually reflects the liquor company’s eagerness to open up the young consumer market.

At present, young people born in the 1990s have become an important force in *baijiu* consumption. To this end, many liquor companies have come up with new ideas and tried to co-brand with consumer brands that are popular among young people, hoping to open up this market.

Brands should not only treat young people as consumers or buyers but should fully mobilize this group to increase the momentum of communication. In the Internet+ era, creating and spreading new memes happen to be young people’s skills. At present, China’s liquor industry is entering a new node, taking the road of youth with the help of culture and industry, exploring the path of internationalization of liquor, carrying out brand marketing in accordance with the young consumer preferences and habits, and opening the global young consumer market through multimedia platforms, so that liquor culture spread further.

3.3. Helping the cross-cultural dissemination of *baijiu* culture through pronunciation and intonation

In addition to the above measures, the communication of Chinese *baijiu* culture to the outside world from the perspective of cross-cultural communication should also start with pronunciation and intonation. Different language learners constantly adjust their pronunciation and intonation, such as Americans, British, and even Chinese people adopt different pronunciation and intonation, which is more conducive to breaking the barrier between them and promoting cultural exchanges between two or more parties. Language should not only pursue standards but also pay attention to region. Almost all languages, whether Chinese or foreign, have regional characteristics. Although the language features vary from region to region, they all reflect the local cultural characteristics. Through pronunciation and intonation, overseas audiences can experience Chinese characteristics, which has a positive impact on the promotion of Chinese liquor culture.

4. Conclusion

Dissemination of Chinese liquor culture to the world is not done overnight, it will not be smooth sailing and require the long-term efforts of liquor enterprises and related media. *Baijiu* culture has a long, extensive, and profound history, and also plays an extremely important part in the life of contemporary Chinese people. Therefore, we should make full use of new media and other communication media to promote the effective and large-scale dissemination and promotion of Chinese *baijiu* culture under the general pattern of cultural integration. With our efforts, Chinese traditional culture can spread further, wider, and more deeply rooted in the people, which is also the top priority in promoting the sustainable and healthy development of the liquor industry.

Funding

- (1) International Communication Strategy of Chinese Liquor Culture from the Cross-Cultural Perspective by Sichuan Liquor Culture International Communication Research Center (CJCB2013-13)
- (2) Dachuang Project, Sichuan University of Science & Engineering, Zincy Yang, Lanxin Zhang, and Jinwei Hu (CX2023168)

Disclosure statement

The author declares no conflict of interest.

References

- [1] Wang S, 2010, Research on Elements of Integrated Development of Tourism Industry and Liquor Industry in Sichuan. *Economist*, 2010(01): 98–100.
- [2] Anderson K, Meloni G, Swinnen J, 2018, Global Alcohol Markets: Evolving Consumption Patterns, Regulations, and Industrial Organization. *Annual Review of Resource Economics*, 2018(01): 70–72.
- [3] Li L, Shen C, Zhang H, et al., 2014, Study on the Technology of Intermittent Input of New Sorghum in *Jiangxiang Baijiu* (Liquor) Production. *Liquor-Making Science & Technology*, 2014(8): 33–36.
- [4] Ma J, 2019, The Cultural Image Identity Crisis of Chinese Liquor and the Reconstruction of Liquor Road Communication System. *Journal of Systems Science*, 2019(02): 40–41.
- [5] Wu C, Chen X, 2015, Analysis on Internationalization Strategy of Chinese Liquor. *Wine Science and Technology*, 2015(12): 66–67.
- [6] Tong B, 2014, *Dictionary of Journalism and Communication Studies*, Encyclopedia of China Publishing House, Beijing, 141.
- [7] Yang L, Zhang X, 2018, Review and Reflection on the History of Chinese Liquor. *Wine Making*, 2018(06): 30–32.
- [8] Liu L, Li S, Yang P, 2019, Study on Value Co-Creation of Liquor Industry and Tourism. *Wine Science and Technology*, 2019(02): 50–52.
- [9] Meng B, Guo W, Xie M, et al., In-Depth Development of Liquor Culture Theme Tourism——A Case Study of Liquor Culture Theme Tourism in Yibin. *Wine Science and Technology*, 2015(04): 50–51.
- [10] Li J, 2019, Research on Elements of Integrated Development of Tourism Industry and Liquor Industry in Sichuan. *Economist*, 2019(01): 102–103.
- [11] Yuan X, 2021, Integration of Maotai Town Maotai-Flavor Liquor and Health Tourism Development. *Brewing Technology*, 2021(5): 132–138.
- [12] Gao J, 2018, Research on Development and Construction of “Liquor Golden Triangle” Cultural Circuit. *Science and Technology Information*, 2018(25): 30–31.
- [13] Yang H, Wang D, Xin S, et al., 2019, *Historical Changes, New Problems and New Trends in the Development of China’s Liquor Industry*, Social Sciences Literature Press, Beijing.
- [14] Xiao J, Ma Y, 2018, Status Quo, Problems and Prospects of Chinese Wine History Research. *Chinese Culture Forum*, 2018(12): 53–54.
- [15] Li D, 2008, A Brief Explanation of Traditional Brewing Techniques of Distilled Wine in China. *Wine Making*, 2008(01): 70–72.

Publisher’s note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.