Use of social media in promoting Fujian Minnan culture and cultural inheritance

Luo, Yasi ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines (785753707@qq.com)
Quanzhou Huaguang Vocational College School of Photography and Film Technology, China

Abstract

This study examines the relationship between social media use and the preservation of Minnan culture. It is meant to clarify how the Minnan community use social media platforms to promote their cultural heritage in each aspect of their lives. It aims to determine how individuals use social media to share, learn on, and engage with Minnan cultural heritage. There were 400 participants from Minnan community who served as respondents of the study. The reliability test results of the survey instrument were good and excellent levels in all sections. It utilized a Likert scale and was evaluated using the Cronbach Alpha. The gathered data used a one-way ANOVA and descriptive study method. Minnan culture is an important part of China's excellent traditional culture. Inheriting and protecting Minnan culture is of great significance to enhancing China's cultural confidence and building a socialist cultural power. In the context of globalization and informatization, using new media technologies such as social media to spread and promote Minnan culture can not only broaden the channels for Minnan culture and improve its dissemination efficiency, but also enable Minnan culture to go beyond regional limitations and go to the whole country and even the world, thus enhancing the popularity and influence of Minnan culture.

Keywords: culture, cultural heritage, social media

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1. Introduction

The wave of globalization and the information technology revolution together constitute the context of the times for the inheritance and development of local culture. On the one hand, the process of globalization has accelerated exchanges and integration between different regional cultures, but at the same time it has also challenged the uniqueness of local cultures. Many traditional cultures are facing the crisis of extinction, and there is an urgent need to find ways to adapt to modern society while maintaining their own characteristics. On the other hand, Yang and Hu (2020) argued that the rapid development of information technology represented by the Internet has changed people's way of life and mode of social interaction and brought new opportunities for the protection and dissemination of local culture. In this context, how to use emerging media technology to promote the innovative inheritance of local culture has become an important topic in the field of cultural research.

Southern Fujian culture is an important part of the excellent traditional Chinese culture, and the inheritance and protection of Southern Fujian culture is of great significance to enhancing Chinese cultural confidence and building a strong socialist cultural country. Yang and Liu (2022) emphasized in their study that in the context of globalization and information, the dissemination and promotion of Minnan culture with the help of social media and other new media technological means can not only broaden the dissemination channels of Minnan culture and improve the efficiency of its dissemination, but also enable Minnan culture to go out of its regional limitations, go to the whole country and even the world, and enhance the visibility and influence of Minnan culture.

In addition, Huang (2021) said that teachers of new media majors in colleges and universities, as professionals of new media communication, also shoulder important social responsibilities in disseminating and promoting the culture of southern Fujian. Teachers of new media in colleges and universities can give full play to their professional advantages, use social media platforms to dig deeper into the Minnan culture and express it innovatively, spread the Minnan culture in a way that is closer to the young groups, and enhance the vitality and infectious force of the Minnan culture. Hu (2020) proposed that the cultural heritage of Southern Fujian refers to the various traditional cultural expressions and their related objects and sites that have been created and inherited by the people of the southern part of Fujian Province of China, in the regions of Xiamen, Zhangzhou and Quanzhou, and are regarded as an important part of their cultural heritage. These cultural heritages are not only an important branch of traditional Chinese culture, but also a vivid testimony to the historical, social, economic and cultural development of the southern Fujian region.

In today's increasingly globalized world, the preservation and transmission of the cultural heritage of southern Fujian is of great significance for the protection of cultural diversity and the promotion of cultural exchanges and mutual understanding. There is an inextricable relationship between Minnan culture and Minnan cultural heritage. Southern Fujian culture is the result of the fusion, accumulation and development of the Central Plains culture and the local culture of the coastal area of Southeast Fujian in thousands of years of history, and it is the sum of spiritual and material civilization created by the people of Southern Fujian. This cultural form is rich and diverse and is mainly reflected in two aspects: intangible cultural heritage and tangible cultural heritage, Liu (2020). In general, Minnan culture covers traditional music such as Nan Yin and Bei Guan, architectural skills such as Minnan Folk Houses and Fujian Tulou, and traditional fine arts such as paper-cutting and woodblock prints, etc. These heritages are the profound heritage and unique charm of Minnan culture, which have become the cultural ties connecting the ancient and the modern and constitute the rich and colorful cultural landscape of Minnan together.

This research aims to explore in depth knowledge gaps or practice issues in a given field with a view to gaining new insights, improving existing methods or resolving unanswered questions. The study is relevant to today's topic because it is directly related to our current challenges and opportunities, and can provide a scientific

basis for decision-making and drive innovation and development of practice. For the interviewees, the importance of this study lies in the fact that it not only reflects the current state of their experiences, perspectives, and needs, but also helps them to enhance their professionalism, optimize their decision-making process, and even improve some aspects of their work or life through the feedback of the research results. Therefore, this study is not only of theoretical value but also of practical application, which is of great interest to the respondents.

Objectives of the Study - This study aimed to examine the relationship between social media use and cultural heritage in Minnan. Specifically, it determined their use of social media for promoting Fujian Minnan culture in various aspects; assessed their cultural awareness and participation, and tested relationship between the use of social media and the cultural heritage of southern Fujian was examined, and proposed an action plan to enhance the promotion of cultural heritage of southern Fujian through social media.

2. Methods

Research Design - This study employed a descriptive research method, had explored the application of social media in promoting Fujian Minnan culture and its cultural heritage, with a special focus on the roles and functions played by new media professional teachers in Chinese universities. Through the collection and analysis of pertinent data, encompassing content analysis on social media platforms, research into user behavior, and examination of teaching practice cases by new media professional teachers, the study systematically described and elucidated how social media had become an effective instrument for disseminating and promoting Minnan culture and its heritage. Furthermore, it uncovered the specific strategies, challenges, and opportunities encountered by new media professional teachers in this endeavor. This methodology enabled the researcher to present a comprehensive and detailed picture of the practical applications of social media in cultural heritage preservation and innovation, viewed from a pragmatic lens.

Participants of the Study - The purpose of this study is to explore in depth the application of social media to publicize Fujian Minnan culture and Minnan cultural heritage. The subjects of the study were university teachers from three universities in Fujian, namely Fujian Normal University, Huaqiao University, and Fujian University of Technology, and 400 teachers were randomly selected to ensure the representativeness and scientificity of the findings. The researchers filled out two questionnaires on "Applying Social Media to Promote Fujian Minnan Culture" and "Minnan Cultural Heritage". The inclusion criteria for the subjects/participants of the study were that they had to be serving university teachers within the three universities in Fujian and were willing to participate in the study on social media promotion of Minnan culture and Minnan cultural heritage in Fujian. The exclusion criteria were teachers who were not teachers in the three universities in Fujian, teachers who were not willing to participate in the study, or teachers who failed to complete the questionnaire.

Data Gathering Instrument - The instrument used in this study is a questionnaire divided into three parts. Part I is personal information including gender, age, education, and years of working experience. Part II is social media usage, which contains promotional tools, career development, personal and social communication, dissemination and innovation, and cultural participation, adapted from the Promotion of Minnan Culture, which contains promotional tools, career development, personal and social communication, dissemination and innovation, and cultural participation. Part III is the cultural heritage of southern Fujian, containing cultural cognition, cultural participation, cultural communication, cultural protection, cultural education, cultural innovation, etc., the path of southern Fujian culture into the teaching of English in southern Fujian colleges and universities with Tian Hongwei.

Table A presents the results of reliability testing using Cronbach's Alpha as the indicator. The values range from 0.883 to 0.964, with higher values indicating greater reliability. The remarks column classifies reliability as "Good" or "Excellent". All items, including Promotional Tools, Professional Development, Personal and Social Communication, Communication and Innovation, various aspects of cultural participation, awareness,

transmission, protection, education, and innovation, have shown either "Good" or "Excellent" reliability, indicating their suitability for use in research or assessment.

Table A
Summary of Reliability Test Results

Indicators	Cronbach Alpha	Remarks
Promotional Tools	0.935	Good
Professional Development	0.889	Excellent
Personal and Social Communication	0.964	Excellent
Communication and Innovation	0.931	Excellent
Cultural participation	0.920	Excellent
Cultural Awareness	0.935	Excellent
Cultural Participation	0.912	Excellent
Cultural Transmission	0.944	Excellent
Cultural Protection	0.945	Excellent
Cultural Education	0.958	Excellent
Cultural Innovation	0.883	Good

George and Mallery (2003) provide the following rules of thumb: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and_ < .5 – Unacceptable"

Data Gathering Procedure - The researcher took the protection of respondents' privacy very seriously during the data collection process. Prior to the commencement of the study, the researcher clearly informed all respondents of how their data would be used and committed to anonymizing personal information and strictly protecting the confidentiality of the data. This practice was designed to comply with research ethics while building a relationship of trust with respondents and ensuring that they were able to provide truthful information and opinions without fear. Specifically, the researchers took various measures to secure the data. All collected data were stored in encrypted electronic devices and only core members of the research team had access to them. In addition, the research team backed up the data regularly to prevent any accidental loss or damage. Through these stringent data protection measures, the researchers are committed to ensuring the smooth conduct of the study and providing strong support for the promotion of the effective dissemination of Fujian Minnan culture and Minnan cultural heritage on social media.

Data Analysis - In delving into the topic of " Use Social Media In Promoting Fujian Minnan Culture And Cultural Intentions In Chinese Universities ", the researchers adopted a scientific and rigorous research methodology, aiming at a comprehensive and in-depth understanding of how social media platforms can influence and contribute to the dissemination of Minnan culture and the preservation of Minnan cultural heritage. First of all, the researchers carefully designed a questionnaire based on the results of the literature review, expert interviews and a small-scale pre-survey. This questionnaire not only covered the respondents' basic information (e.g., age, gender, geographic location, social media usage habits, etc.), but more importantly, it contained a series of questions targeting the specific role of social media in the promotion of Minnan culture and heritage. These questions were designed to collect quantitative data on respondents' awareness of southern Fujian culture, frequency of exposure to southern Fujian culture through social media, satisfaction with the content of southern Fujian cultural communication on social media, and engagement. In order to ensure the validity and reliability of the questionnaire, the researchers used a variety of methods for validation, including but not limited to expert review, reliability and validity tests (Cronbach's Alpha coefficient to assess the internal consistency of the questionnaire), and feedback adjustments after a small-scale test-filling. Through these steps, a well-structured questionnaire with clear and easy-to-understand questions was finalized.

Next, the researchers widely distributed the questionnaire through a combination of online (e.g., social media platforms, email invitations, professional research websites) and offline (e.g., on-site distribution at cultural exhibitions and community events), aiming to cover audiences of different age groups, occupational backgrounds, and social strata in order to ensure that the data was representative and extensive. To improve the recovery rate and data quality, the research team also set up incentives, such as lucky draws and cultural souvenirs, to encourage respondents to fill out the questionnaire seriously. After collecting a reasonable number of valid questionnaires, the researcher processed and analyzed the data in-depth using professional statistical

analysis software (e.g., SPSS).

Ethical Considerations - Before the data collection commenced, the study was submitted to and approved by the Ethics Review Committee of LPU-Batangas, ensuring all ethical guidelines were thoroughly addressed. During the distribution of the questionnaires, the researchers clearly communicated the purpose of the study and its potential benefits to both the researchers and the respondents. Additionally, consent was obtained from the Graduate Studies Department of LPU-Batangas, underscoring the study's relevance and importance. Ethical standards were rigorously maintained throughout the study. All participant information was collected with informed consent, and confidentiality was strictly upheld. The researcher emphasized that participation was entirely voluntary and that participants could withdraw at any time without any consequences. Furthermore, it was assured that the participants would not experience any harm from participating, and that all collected data would be used exclusively for academic purposes and to advance the understanding of the topic. These measures ensured the protection of participants' rights and welfare, maintaining the integrity of the research process.

3. Results and discussion

Table 1
Summary Table on Use of Social Media to Promote Fujian Minnan Culture

Indicators	Weighted Mean	Verbal Interpretation	Rank
Promotional Tools	2.09	Sometimes	1
Professional Development	1.93	Sometimes	5
Personal and Professional Communication	2.07	Sometimes	2
Communication and Innovation	1.95	Sometimes	4
Cultural Participation	2.06	Sometimes	3
Composite Mean	2.02	Sometimes	

Legend: 3.50 – 4.00 = Always; 2.50 – 3.49 = Often; 1.50 – 2.49 = Sometimes; 1.00 - 1.49 = Never

Table 1 shows the respondents' Summary Table on use of social media to Promote Fujian Minnan Culture, the composite mean of 2.02 indicates that the respondents sometimes used in general. Among the items cited, the researcher promotional Tools got the highest weighted mean of 2.09，This result suggests that teachers of new media majors attach great importance to the selection and use of promotion tools when utilizing social media for the communication of Minnan culture. Liu (2022) stated that promotion tools are the key means to enhance the communication effect and expand the influence, and that teachers may use various ways, such as formulating precise promotion strategies, using efficient promotion channels, and creating appealing promotional content, to enhance the exposure and attention of Minnan culture on social media. The high scores reflect the professionalism and innovativeness of the teachers of the new media program in the selection and use of promotional tools, as well as their active efforts to enhance the effectiveness of cultural communication.

Followed by, the researcher personal and Professional Communication , this category occupies an important place in the social media use of teachers specializing in new media. Personal and professional communication is not only related to teachers' daily life and work, but also an important way for them to show themselves, build up connections, and obtain information. Wang (2022) stated that through social media, teachers can keep in close contact with their peers, students, and partners, and share teaching tips, academic research, and industry dynamics, which can promote their personal and professional growth and development. This kind of communication not only helps to improve teachers' professionalism and social skills, but also brings new inspirations and opportunities for their teaching and research work. Therefore, personal and professional exchanges have become an important part of social media use among teachers specializing in new media.

Cultural Participation, it refers to teachers' active participation and integration into various cultural activities through social media platforms, such as online exhibitions, cultural lectures, art performances. Cheng (2022) stated that through cultural engagement, teachers not only enrich their cultural knowledge and artistic skills, but also communicate and interact with people from different backgrounds to broaden their horizons and enhance their understanding. This kind of participation helps to enhance teachers' cultural literacy and humanistic care,

and also provides new inspiration and materials for their teaching and research work. Therefore, cultural engagement has become an integral part of social media use for teachers specializing in new media.

Meanwhile, the researcher communication and Innovation got a weighted mean of 1.95 , Communication is an important way of information dissemination and collision of ideas, while innovation is a key driving force for cultural development and social progress. Feng (2022) stated that teachers use social media platforms to communicate extensively with their peers, students and people from all walks of life, sharing ideas and discussing issues, thus stimulating new inspirations and creativity. This process of communication and innovation not only helps to improve teachers' professionalism and innovation ability, but also injects new vitality into their teaching and research work. Therefore, even though the score is slightly lower, "communication and innovation" is still an important part of the social media use of teachers specializing in new media.

The researcher professional Development rated the least, which got a weighted mean of 1.93. This may imply that there is relatively less attention and commitment to professional development in the social media use of teachers specializing in new media. Wang (2022) showed that professional development is crucial for teachers, which is related to the enhancement of teaching skills, in-depth scholarly research, and career planning. However, on the information-heavy platform of social media, teachers may be more likely to get caught up in other content and lose sight of the importance of professional development. Therefore, despite the low score, it is important to encourage teachers of new media to pay attention to professional development and use social media to acquire professional knowledge, participate in academic exchanges, and improve their teaching skills for both their professional growth and discipline development.

Table 2
Summary Table on Minnan Cultural Inheritance

Indicators	Weighted Mean	Verbal Interpretation	Rank
Cultural Awareness	2.07	Sometimes	3
Cultural Participation	2.08	Sometimes	2
Cultural Transmission	1.91	Sometimes	6
Cultural Protection	2.09	Sometimes	1
Cultural Education	2.04	Sometimes	4
Cultural Innovation	1.94	Sometimes	5
Composite Mean	2.02	Sometimes	

Legend: 3.50 – 4.00 = Always; 2.50 – 3.49 = Often; 1.50 – 2.49 = Sometimes; 1.00 - 1.49 = Never

Table 2 lists the respondents' Summary Table on Minnan Cultural Inheritance, the composite mean of 2.02 indicates that the respondents sometimes used in general.Among the items cited, the researcher cultural Protection got the highest mean score of 2.09, This high score highlights that the teachers of the new media program attach great importance to the protection of Minnan culture. They believe that cultural preservation is an important measure to maintain national identity and pass on history and civilization, and for regional cultures such as Minnan culture, it is an important carrier of local characteristics and people's emotions. Therefore, Xu (2022) indicated that they actively advocate and support the protection of Minnan culture, hoping to ensure the continuation and development of this unique culture through various ways and means. This high score also reflects the sense of responsibility and mission of the teachers of the new media program for cultural inheritance and protection, and their willingness to contribute to the preservation of Minnan culture.

Followed by the researcher cultural Participation weighted mean of 2.08, Cultural participation emphasizes the active participation and interaction of individuals or groups in cultural activities, which is an important driving force for cultural inheritance and development. Jiang (2022) shows that teachers of new media majors believe that by encouraging and supporting the public to actively participate in various activities of southern Fujian culture, such as festival celebrations, traditional craft experiences, and cultural lectures, they can enhance people's understanding and identification of southern Fujian culture and stimulate their interest in and love of culture. Such cultural participation can not only promote the inheritance of southern Fujian culture, but also provide a constant impetus for cultural innovation and development. Therefore, they actively advocate and

support the public's cultural participation, with a view to jointly promoting the prosperity and development of Minnan culture through interaction and experience.

The researcher cultural Awareness with a weighted mean of 2.07 was ranked third, Cultural awareness refers to people's knowledge and understanding of the cultural environment in which they live, as well as their respect and tolerance of different cultures. Fang (2022) stated that it is crucial to cultivate the public's cultural awareness in the inheritance and development of Minnan culture. Teachers of new media majors believe that through education and publicity, the public's awareness and understanding of southern Fujian culture can be enhanced, so that they can cherish and pass on this unique regional culture. Meanwhile, The researcher cultural Education got a weighted mean of 2.04, Cultural education is not only about the transfer of knowledge, but also about cultivating individuals' understanding and identification with culture.Liu (2022) showed that for Minnan culture, cultural education is an important way to pass on and promote this regional culture. Teachers majoring in new media believe that through school education, community activities and other forms, the public can be popularized with the history, customs and art of southern Fujian culture, enhancing their knowledge and emotional connection to the culture. Such cultural education helps to cultivate the younger generation's interest in and love for southern Fujian culture and lays a solid foundation for the sustainable development of the culture. Therefore, they emphasized that cultural education should occupy an important position in the inheritance of southern Fujian culture.

The researcher cultural Innovation 1.94 fifth in raked, this means that based on inheriting traditional culture, combining modern elements for creative transformation, making the culture more in line with the needs of the times. Luo (2022) said that teachers of new media majors believe that in order to maintain the vitality of Minnan culture, it is necessary to innovate in the process of inheritance and develop in the process of innovation. Through the introduction of new technology and new concepts, new vitality can be injected into the culture of southern Fujian, attracting the attention of more young people. Therefore, they encourage and support moderate innovations in Minnan culture, with a view to preserving the essence of tradition while showing the charm of the culture in the times.

The researcher cultural Transmission got 1.91 weighted mean and rated the least. This result may reflect their dissatisfaction with the current effectiveness of Minnan culture communication. Despite the fact that cultural communication is crucial for cultural heritage and development, teachers of new media majors may believe that the current communication methods, channels, or contents leave much to be desired in terms of attracting the public's attention and stimulating interest in the culture. Zhang (2022) They may be more inclined to explore more effective and appealing communication strategies to ensure that Southern Fujian culture reaches a wider range of people and penetrates the hearts of the people. Therefore, this low score is not only a feedback on the current state of cultural communication, but also a hint on the direction of future improvement.

Table 3 displays the association between Use of Social Media to Promote Fujian Minnan Culture and Minnan Cultural Inheritance. The computed r-values indicates a moderate direct correlation and the resulted p-values were less than the alpha level. This means that there was significant relationship exists and implies that the better is the Use of Social Media to Promote Fujian Minnan Culture, the better is the Minnan Cultural Inheritance. There is a strong statistical correlation between the use of social media to promote Fujian Minnan culture and the inheritance of this culture. In short, Liu (2022) stated that the efficiency of social media promotion is directly associated with the effectiveness of Minnan culture transmission. This finding highlights the centrality of social media in contemporary cultural inheritance, which is not only a platform for information dissemination, but also a powerful driving force for cultural inheritance and development.

Yang (2023) stated that social media, with its wide coverage and fast dissemination speed, can greatly enhance the visibility and influence of Minnan culture, and bring more people into contact with this unique cultural heritage. At the same time, through the innovative promotion methods of social media, such as interactive experience and storytelling communication, it can stimulate the public's interest in and love for

Minnan culture, and then promote the deep inheritance and sustainable development of the culture. In order to inherit and develop Minnan culture more effectively, we should actively embrace social media, fully utilize its advantages, and continuously explore and innovate promotional strategies. By doing so, we can ensure that Minnan culture glows more brilliantly in the new era and realize cultural prosperity and development.

Table 3

Relationship Between Use of Social Media to Promote Fujian Minnan Culture and Minnan Cultural Inheritance

Promotional Tools	r-value	p-value	Interpretation
Cultural Awareness	.307**	0.000	Highly Significant
Cultural Participation	.308**	0.000	Highly Significant
Cultural Transmission	.315**	0.000	Highly Significant
Cultural Protection	.332**	0.000	Highly Significant
Cultural Education	.349**	0.000	Highly Significant
Cultural Innovation	.359**	0.000	Highly Significant
Professional Development			
Cultural Awareness	.226**	0.000	Highly Significant
Cultural Participation	.242**	0.000	Highly Significant
Cultural Transmission	.220**	0.000	Highly Significant
Cultural Protection	.271**	0.000	Highly Significant
Cultural Education	.249**	0.000	Highly Significant
Cultural Innovation	.243**	0.000	Highly Significant
Personal and Social Communication			
Cultural Awareness	.291**	0.000	Highly Significant
Cultural Participation	.303**	0.000	Highly Significant
Cultural Transmission	.353**	0.000	Highly Significant
Cultural Protection	.445**	0.000	Highly Significant
Cultural Education	.278**	0.000	Highly Significant
Cultural Innovation	.299**	0.000	Highly Significant
Communication and Innovation			
Cultural Awareness	.181**	0.000	Highly Significant
Cultural Participation	.184**	0.000	Highly Significant
Cultural Transmission	.151**	0.000	Highly Significant
Cultural Protection	.207**	0.000	Highly Significant
Cultural Education	.261**	0.000	Highly Significant
Cultural Innovation	.215**	0.000	Highly Significant
Cultural participation			
Cultural Awareness	.378**	0.000	Highly Significant
Cultural Participation	.418**	0.000	Highly Significant
Cultural Transmission	.386**	0.000	Highly Significant
Cultural Protection	.404**	0.000	Highly Significant
Cultural Education	.298**	0.000	Highly Significant
Cultural Innovation	.383**	0.000	Highly Significant

Legend: Significant at p-value < 0.05

Table 4

Action plan to better promote Fujian Minnan culture and cultural inheritance using social media

Key Result Area	Objectives	Strategies	Success Indicator	Persons Involved
Communication and Innovation	Increase the visibility and understanding of Minnan culture among the public through social media. Encourage users to participate in innovative discussions and creations of Minnan culture, forming a cultural exchange atmosphere of online and offline interaction.	Publishing various forms of content, such as graphics, videos and live broadcasts, to demonstrate the richness and uniqueness of the cultural heritage of southern Fujian. Organize online quizzes, topic discussions, and creative collections to increase user participation and the interactivity of the cultural experience.	Through social media surveys, public awareness of Minnan's cultural heritage has increased to over 80%. The number of participants in monthly interactive activities reaches 30% of the total number of followers, of which the contribution of innovative content accounts for no less than 15%.	Teachers Students Fujian Community

Professional Development	Ensure employees are equipped with the latest knowledge and technology in the industry through continuous learning. Help employees to clarify their career development direction and develop and realize their personal career growth plan.	Organize professional training with internal or external experts to cover core business skills and emerging trends. Establish one-on-one or group mentoring relationships to provide personalized guidance and career development advice to employees.	Average employee skill scores improve by at least 15% per year through skills assessment tests. Employee satisfaction with career development opportunities and paths is at least 90%.	Teachers Students Fujian Community
Cultural Education	Enhance employees' understanding of multiculturalism through education and promote cross-cultural exchange. Enhance employees' understanding and recognition of local cultures, such as Fujian Minnan, to inspire cultural confidence.	Multicultural Workshops: Regularly organize cultural lectures and workshops and invite cultural scholars and artists to share their knowledge and experience. Field trips and experiences: Organize employees to visit cultural sites and museums, participate in folklore activities, and experience the charm of culture first-hand.	Through the culture test, the average correct rate of employees on Fujian Minnan culture has increased to over 85%. The percentage of employees who participated in at least one cultural and educational activity per year reached 95% with positive feedback.	Teachers Students Fujian Community
Cultural Innovation	Encourage employees to innovate cultural content based on an understanding of and respect for traditional culture. Develop new cultural products and services with market competitors to meet modern consumer needs.	Establish an internal creative incubation mechanism, provide resource support, and encourage employees to propose and implement cultural innovation projects. Explore cultural innovation with partners from different industries and fields to broaden the vision and path of innovation.	No less than 5 successfully implemented cultural innovation projects per year, of which at least 2 are recognized by the market. User satisfaction of new cultural products or services reaches over 85%, and feedback is continuously collected for optimization.	Teachers Students Fujian Community
Cultural Transmission	Promote Fujian Minnan and other local cultures to a wider audience through effective communication strategies. Raise public awareness of the importance of cultural heritage and inspire more people to participate in cultural communication activities.	Utilize digital media channels such as social media and video platforms to publish high-quality cultural content and increase exposure. Organize offline activities such as cultural festivals, exhibitions, workshops, etc. to provide opportunities for hands-on cultural experience and deepen impressions.	Annual viewership of digital media content will increase by 30%, and the number of participants in offline activities will increase by at least 20% per year. Through questionnaire surveys, the percentage of the public indicating their willingness to participate in cultural heritage activities has increased to over 70%.	Teachers Students Fujian Community

4. Conclusions and recommendations

A significant proportion of the participants highlighted social media as the most efficient method for promoting Minnan culture's design and innovation, as well as promoting development within the field. The greatest number of respondents chose innovation in culture and dissemination as the most important aspects of Minnan cultural heritage. A strong connection was found between utilizing social media to promote Fujian Minnan culture and general understanding and optimism for Minnan cultural heritage. A particular action plan has been geared up for maximizing the application of social media platforms in promoting southern Fujian's cultural treasures.

The government could provide financial support for the project of distributing Fujian's southern Fujian culture, encourage new media platforms to produce concept evidence concerning southern Fujian culture, and promote digital protection and inheritance of cultural resources. Teachers may actively employ new media technology in the educational setting, such as live broadcasting, short films, and so on, to clearly illustrate the culture of southern Fujian as well as constantly enhancing their ability to use new media to adapt to changing teaching needs. Students may actively participate in the new media promotion activities of Minnan culture, share the related knowledge by using their personal social media accounts, and become the young force of Minnan culture dissemination. To efficiently advertise and investigate Minnan culture, we suggest establishing a new

media communication and a governing coalition. Researchers in the future could investigate extensively in the new modes and channels based on Minnan culture the distribution in the new media environment, including a focus on effect evaluation, with the goal to establish an academic basis for the continued development of Minnan culture.

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