



Cultural Memory and Regional Cultural Regeneration: Digital Dissemination Pathways of Hui Culture

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Project Funding: This work Supported by Department of Philosophy and Social Sciences of Anhui Province. Anhui Folk Ceramic Technology Digital Protection Research (AHSKQ2023D102).

Citation: Zhang, X., & Jiang, L. (2025). Cultural Memory and Regional Cultural Regeneration: Digital Dissemination Pathways of Hui Culture. *Mediterranean Archaeology and Archaeometry*, 25(3), 458-466.

ARTICLE INFO

Received: 01 October 2024

Accepted: 14 October 2024

ABSTRACT

In response to globalization and modernization challenges, this study investigates the dissemination and inheritance of Hui culture, a cornerstone of China's historical and cultural legacy. It emphasizes Hui culture's profound historical values and regional identity, analyzing its manifestations in Huizhou's ancient village layouts, Xin'an medicine, and Huizhou opera through the lens of cultural memory theory. The research combines literature review and fieldwork, assessing how Hui culture is currently preserved and promoted. Findings highlight digital technology and international cooperation as vital for enhancing the global reach and influence of Hui culture. Digital tools preserve and disseminate Hui culture online, broadening accessibility, while international collaborations in educational and cultural exchanges bolster its global significance and foster respect for cultural diversity. This approach offers new theoretical and practical insights for effectively promoting Hui culture worldwide.

Keywords: Huizhou culture; cultural memory; reconstruction and dissemination; digital heritage

1. INTRODUCTION

Huizhou culture occupies an important position in China's regional culture and is known for the richness and diversity of its elements. These elements include Huizhou ancient architecture, the layout of Huizhou ancient villages, Xin'an medicine, Huizhou opera, Huizhou cuisine, and Huizhou merchants, etc. These elements not only embody profound regional characteristics, but also display unique artistic styles (Gumbrecht, 2010). However, the spread of Hui culture is not wide enough, and the global people's awareness of cultural inheritance is relatively weak. In order to expand the popularity of Hui culture in the world, and to promote more in-depth international exchanges of traditional culture, this paper examines the relationship between the government, tourism companies, and the tourism industry, and examines the relationship between the government and the tourism industry. This paper examines the influence of government, tourism companies and media on the dissemination of Hui culture, and provides a strategy for its globalization. The study focuses on how traditional and emerging media can effectively preserve the historical memory of Hui culture, with the aim of ensuring that these cultural memories can be inherited and passed on to future generations, so as to strengthen its influence in contemporary and future societies.

Although the popularization of the Internet has enabled some people to gain a preliminary understanding of Hui culture, this understanding usually remains at a superficial level and lacks depth and continuity. As a result, the rich connotation and historical value of Hui culture has not been widely retained and effectively disseminated, leading to challenges in the transmission of cultural memory. This study aims to reveal the intrinsic value and contemporary significance of Hui culture, explore its transmission and innovation path in contemporary society, and provide new perspectives and strategies for the dissemination of global cultural diversity (Kong, Di & Wang, 2022). Previous studies have provided insights into various aspects of Hui culture, but most of them have focused on exploring the theory of Hui culture and generally stayed at the level of how to develop and utilize a certain Hui element, but there is still a research gap in how to widely disseminate Hui culture in an innovative way, so as to pass on the cultural memory in the context of globalization and digitization. This study aims to fill this gap by studying the forms and media of Hui culture dissemination, proposing specific strategies to disseminate Hui culture, expanding the influence of Hui culture in the international arena, and proposing new ideas and directions for the future

development of Hui culture. This study not only provides new theoretical perspectives and practical cases for the study of the communication of Hui culture, but also provides useful reference for the inheritance and development of other regional cultures. From the theoretical aspect, this study reconstructs the elements of Hui culture and reveals the innovative path of Hui culture in the fusion of tradition and modernity, which is of great significance to the theory of cultural memory, the study of regional culture, and the theoretical construction of cultural memory inheritance. From the practical point of view, Hui culture has further promoted the dissemination of Hui culture through the communication media, especially the Internet platform, so that the public has begun to realize the importance of cultural memory and inheritance, and to promote cultural diversity as well as international exchanges and understanding of traditional culture.

The thesis is organized as follows:

The first chapter introduces the background and purpose of the study, clarifies the research questions and research objectives, and analyzes how the Hui culture can be influential internationally in the context of globalization to achieve the wide dissemination, development and inheritance of the Hui culture;

Chapter 2 describes the historical background and development of Hui culture, the concept of cultural memory theory and its integration with digitization through the literature review, and elucidates the main scholars' viewpoints and research results in these two aspects. The introduction of Hui culture focuses on three aspects: the layout of Hui ancient villages, Xin'an medicine, and Hui opera;

Chapter 3 describes in detail the reconstruction of Huizhou culture, and discusses in depth how the layout of Huizhou ancient villages, Xin'an medicine, and Huizhou opera have survived and been passed on with the development of the times during the long-term development of Huizhou culture to the present day;

Based on the research findings, Chapter 4 discusses the memory extension strategy of Huizhou culture, and puts forward corresponding strategies and suggestions for the protection, dissemination and inheritance of Huizhou culture. These include how to utilize digital technology to protect Huizhou architecture, how to enhance the global influence of Huizhou painting through international cooperation, and how to innovate and pass on the art of Huizhou opera in modern society;

Finally, Chapter 5 summarizes the whole text and makes suggestions for future research. The practical significance and academic value of this study for the protection and inheritance of Hui culture are emphasized. At the same time, possible directions and suggestions for future research are presented in response to the problems identified in the study and the limitations of the study, especially further exploration in the combination of Hui culture with globalization and digitization.

2.LITERATURE REVIEW

2.1Anhui Culture

Hui culture, as one of the four major regional cultures in China, has a profound history and rich cultural connotations, and is mainly distributed in today's Huangshan City and its neighboring areas in Anhui Province, including six counties in the former Huizhou prefecture. The formation and development of Hui culture can be traced back to the Song Dynasty, and it has gone through evolutions in the Yuan, Ming, and Qing dynasties, and has reached its peak at the end of the Qing Dynasty and the beginning of the People's Republic of China. Huizhou culture has its uniqueness, which is mainly embodied in Huizhou architecture, Huizhou painting, Huizhou opera, Huizhou cuisine, Huizhou tea, Huizhou merchants and other aspects. In exploring the development of Huizhou culture, some scholars have analyzed in detail the development of Huizhou architecture and its position in Huizhou culture, emphasizing that Huizhou architecture not only embodies the architectural style of Huizhou, but also is the crystallization of the wisdom of Huizhou people and an important carrier of Huizhou culture (Cao, & Mustafa, 2023). In addition, some studies have revealed the unique position and artistic value of Huizhou paintings in the history of Chinese painting, pointing out that Huizhou paintings were deeply influenced by the natural landscape and social culture of Huizhou (Xue, 2023).

The layout of Huizhou ancient villages, Xin'an medicine and Huizhou opera are the three most representative aspects of Huizhou culture. Huizhou ancient villages, such as Hongcun and Xidi, with their unique "landscape garden" layout, have become important cases for studying the relationship between Huizhou culture and nature. Huizhou Xin'an medicine demonstrates the innovative spirit of Huizhou culture in terms of traditional knowledge and practice, and reflects the contributions of Huizhou residents in the field of medicine (Cui & Xu, 2023). In her study on the spread of Xin'an medicine in Jiangsu and Zhejiang during the Ming and Qing dynasties, Xiao Wen pointed out that the spread of Xin'an medicine in Jiangsu and Zhejiang during the Ming and Qing dynasties had a great impact on promoting the inheritance and innovation of Xin'an medicine (Xiao, 2023). In the study of Huizhou opera, there have been studies that have systematically analyzed the origin and development of Huizhou opera and its dissemination in contemporary society, and concluded that Huizhou opera is not only an important part of Huizhou culture, but also a treasure in the treasury of Chinese theatrical culture (Вэй, 2023). In addition, some scholars have explored the role of Huizhou merchants in the transmission of Huizhou culture, emphasizing the important contribution of Huizhou merchants to the development and spread of Huizhou culture (Glasserman, 2023).

2.2Cultural Memory Theory

Cultural memory theory explores how societies reconstruct, preserve, and transmit past knowledge and experiences through cultural forms and practices. Pioneering research in this theoretical field is largely attributed to Jan Assmann and Aleida Assmann, two scholars whose work provides a solid theoretical foundation for understanding the construction and role of cultural memory. In his book *Cultural Memory and Early Civilization: Writing, Remembrance, and Political Imagination*, Jan Assmann

makes a clear distinction between "communicative memory" and "cultural memory," emphasizing that the formation of cultural memory relies on fixed symbolic systems and ritual practices that transcend generations and serve as the bedrock of social identity and continuity (Assmann, 2020). In *Individual, Social, Collective, and Cultural Memory*, Aleida Assmann further refines the interaction between cultural and individual memory, exploring how memory is organized and transmitted in society, and how the mediation and transformation mechanisms of memory affect its social function and cultural significance (Assmann, 2015).

With the development of digital technologies, new trends and challenges have emerged in the field of cultural memory studies. In *Digital Memory Studies: Media Pasts in Transition*, Andrew Hoskins explores how digital media have changed the way cultural memory is constructed, transmitted, and received, and Hoskins points out that digitization has not only increased the accessibility and mobility of memories, but has also raised new questions about the authenticity and stability of memory (Hoskins, 2015). In addition, the relationship between cultural memory and identity, power, and resistance has become a focus of research. Other scholars have discussed how cultural memory has been used as a tool to construct or challenge historical narratives, emphasizing the political and controversial nature of memory (Dudai, 2022). These studies suggest that cultural memory theory not only provides a framework for understanding the link between the past and the present, but also offers an important perspective for analyzing contemporary social and cultural change.

3. THE RECONSTRUCTION OF HUI CULTURE

3.1 Cultural design: Huizhou ancient village layout

The layout of Huizhou ancient villages is deeply influenced by the natural environment, socio-economy and cultural traditions. Among them, the natural environmental factors, especially the natural landscape surrounded by mountains and water, had a decisive influence on the layout of the villages. The Huizhou region is mountainous and narrow, with limited suitable arable land, so the ancient villages mostly choose to be established in water-rich and easily defended places, in order to facilitate agricultural irrigation and residents' lives. Socio-economic factors, especially the rise of Huizhou merchants, also had an important impact on the layout of the village. After the success of Huizhou merchants in business, they often used their wealth for the construction of their hometowns, which promoted the development of Huizhou architectural style and the improvement of the village facilities. In addition, the cultural traditions of Huizhou, such as the concepts of honoring education and valuing family cohesion, are also reflected in the layout of the villages, and many villages are built with ancestral halls and academies. Hong Liangji, a literati of the Qing Dynasty, once commented on the ancient villages of Huizhou: "Surrounded by mountains and surrounded by water, they are just like heavenly formations, which not only get the spirit of heaven and earth, but also gather the essence of humanities." (Cheng, Li, Xia, Gao, Ye, & Shi, 2023)

The layout of Huizhou ancient villages not only takes practicality into consideration, but also contains rich symbolic meanings and reflects deep cultural memories. The shape of the villages often shows a pattern of harmony with nature, such as "surrounding the dragon" and "sitting in the north and facing the south", etc. These layout forms not only comply with the concept of feng shui, but also reflect the traditional idea of man and nature living in harmony. The layout of the "Dragon Surrounding Style" is usually based on the natural direction of mountain ranges or water streams, and the village seems to be encircled by a meandering dragon, symbolizing the residents' reverence for the power of nature and the pursuit of an auspicious and harmonious life. This form of layout not only conforms to the concept of "hiding the wind and gathering the chi" in Feng Shui, but also embodies the people of Huizhou's cherishing of their homes and their wisdom of living in harmony with nature. The layout of "sitting in the north and facing the south", on the other hand, takes more account of the light and ventilation conditions, which is not only in line with the principle of pragmatism, but also reflects people's pursuit of a healthy living environment. This kind of layout is extremely common in Huizhou ancient villages, and it has become the embodiment of the optimization of the living environment in the cultural memory of Huizhou. In addition to the above two types of layout, there are also some "bionic" layouts imitating natural objects in Huizhou ancient villages, such as village layouts designed in the shape of animals or plants as prototypes. This kind of layout not only shows Huizhou people's observation and understanding of nature, but also their pursuit and expression of natural aesthetics. For example, the layout of some villages imitates the shape of "butterflies" or "fish", which implies the prosperity of the village and the harmony of its inhabitants. These unique layouts carry the beautiful vision of a harmonious natural environment and prosperous social life in the cultural memory of Huizhou. The specific spatial layout of Huizhou ancient villages, especially the central location of the ancestral halls and the prominence of the academies, has a profound symbolic significance. This layout highlights the tightness of the family ties and the importance of education, and reflects the high importance that Huizhou society attaches to the honor of the family and the transmission of knowledge. The layout and architecture of Huizhou ancient villages not only provide villagers with life and spiritual support, but also become an important carrier for the transmission of Huizhou cultural memory. (Chen, Lin, Zhang, Dai & Chen, 2020; Pei, Gong & Leng, 2020; Zheng, Li, Wang & Liu, 2022)

By analyzing the common graphic layouts of Huizhou ancient villages, it is not difficult to find that these layouts are not only the result of Huizhou people's deep understanding and utilization of the natural environment, but also the concrete embodiment of their cultural values, aesthetic pursuits and social ideals. These unique forms of village layout, as an important carrier of cultural memory, not only provide descendants with valuable information about the ancient social life, cultural traditions and natural concepts of Huizhou, but also provide an important perspective for understanding the deeper connotations of Huizhou culture, and a better sense of the inheritance and reconstruction of its cultural values during the long-term development of Huizhou society.

3.2 Cultural Schools: Huizhou Xin'an Medicine

The development of Xin'an medicine in Huizhou is an important manifestation of the diversified development of Huizhou

culture, whose history can be traced back to the Tang and Song Dynasties, and reached its peak in the Ming and Qing Dynasties. The formation and development of Xin'an Medicine was deeply influenced by the unique geographical environment, economic conditions and profound cultural traditions of Huizhou. Under the background of Huizhou regional culture, Xin'an medicine has not only accumulated rich medical knowledge and practical experience, but also incorporated the philosophical thinking of Huizhou people on the harmony of life, health and nature. In the process of reconstructing Huizhou culture, Xin'an medicine carries rich cultural memories, and its history of development is the crystallization of the wisdom of Huizhou people, as well as an important embodiment of the unique charm of Huizhou culture. (Yang, 2004)

During the Tang and Song dynasties, medicine in the Huizhou region had already taken shape, but Xin'an medicine in the true sense of the word developed rapidly during the Ming and Qing dynasties with the rise of Huizhou merchants and the prosperity of culture. The Huizhou merchants, as an important driving force for the economic and cultural development of Huizhou, provided a unique platform for the dissemination and development of Xin'an medicine through their extensive contacts and commercial activities throughout the country and even overseas. During this period, a large number of medical doctors and medical writings appeared in Huizhou, the most representative of which included Hu Zhenheng's Post-Elbow Preparation and Emergency Prescription and Wang Shixiong's Correction of the Medical Forest. In addition, Wang Qingren was known for his expertise in the treatment of gynecological diseases, and the "Women's Good Recipes" written by him gathered a great deal of experience in gynecological treatment, laying a solid foundation for the development of Chinese medicine and gynecology in later generations. The practices and writings of these famous doctors demonstrated the technical and theoretical achievements of Xin'an medicine, and carried the deep understanding and pursuit of the Huizhou people for life, health, and harmony with nature. These writings not only summarized the medical theories of their predecessors, but also added the clinical experiences and medical reflections of the authors, which had a profound impact on the development of Chinese medicine in later generations. Shen Congwen, a literati of the Qing Dynasty, spoke highly of Xin'an medicine, pointing out that "Xin'an medicine is not only an integration of medical skills, but also an embodiment of the spirit of Huizhou culture. The respect for life, reverence for nature and the pursuit of health that it implies presents the deep cultural heritage of the people of Huizhou and their yearning for a harmonious life." Shen Congwen's evaluation, while affirming the achievements of Xin'an medicine in the field of medicine, also emphasizes the value of Xin'an medicine as an important part of Huizhou culture, pointing out the deep cultural memories and the philosophy of life of the Huizhou people behind it. (Hu, 2014)

The development and circulation of Xin'an medicine is not only the inheritance of Huizhou medical techniques and theories, but also an important part of Huizhou cultural memory. The pursuit of health, the humanistic concern for disease, and the concept of living in harmony with nature embedded in this medical tradition constitute an inseparable part of Huizhou's cultural memory. In the process of reconstructing the Huizhou culture, Xin'an medicine provides an important window for understanding the social history and cultural tradition of Huizhou, contributes valuable experience and inspiration to the development of contemporary medicine, and serves as an important link between the past and the present, as well as the inheritance of the cultural memory of Huizhou.

3.3 Cultural Folklore: Huizhou Opera

Huizhou opera, as one of the treasures of Huizhou culture, has a far-reaching history and a wide variety, including not only the famous Huangmei Opera, but also Hui Opera, Flower Drum Opera and other genres. The development and evolution of these opera forms are closely linked to the historical changes, social structure, and cultural traditions of the Huizhou region, and together they constitute the rich cultural memory and regional characteristics of Huizhou. (Jennifer & Jay, 2005)

The origin of Huizhou opera can be traced back to the Song and Yuan Dynasties, when Huizhou, due to its unique geographical location and economic development, became an important node of cultural exchange. By the Ming and Qing Dynasties, with the rise of Huizhou merchants and the prosperity of Huizhou culture, Huizhou opera developed rapidly, forming an opera style with distinctive regional characteristics. Huizhou Opera is unique among the many Huizhou operas with its rustic style, heartfelt performances and unique musical accompaniment. Huangmei Opera, on the other hand, is one of the most widely circulated Huizhou operas with its melodious singing, rich repertoire, and insightful storylines (Wang, 2014; Xu, 2019). In its development process, Huizhou opera closely integrates the historical background, social customs and folk beliefs of the Huizhou region, which makes each dramatic work a microcosm of Huizhou culture. For example, common themes in Huizhou opera, such as loyalty, filial piety, love, marriage and folk beliefs, not only reflect the basic ethical and moral values of Huizhou society, but also show the aspiration and pursuit of a better life of Huizhou people. Through the art form of opera, the people of Huizhou pass on their historical memories, life experiences and cultural wisdom to future generations, making Huizhou opera an important bridge between the past and the present. In addition, the unique innovations in the performing arts of Huizhou opera, such as the distinctive singing voice, performance style and stage aesthetics, are deeply influenced by the regional culture of Huizhou. These artistic innovations and developments not only enrich the artistic expression of Huizhou opera, but also deepen the role of Huizhou opera in cultural inheritance. Through its unique art form, Huizhou opera provides the audience with a window to perceive Huizhou culture and understand the spiritual world of Huizhou people, and at the same time provides strong support for the dissemination and promotion of Huizhou culture (Ma, 2018; Wang, 2014).

Numerous outstanding artists emerged with them, including Wang Shaofang, a representative of Huangmei Opera, and Cheng Changgeng, an outstanding actor of Anhui Opera. Wang Shaofang made important contributions to the development of Huangmei Opera with his superb acting skills and profound understanding of the art of Huangmei Opera, and his masterpiece "The Pairing of Heavenly Immortals" is still widely sung today. Cheng Changgeng, on the other hand, further enhanced the art of Huizhou opera with his heartfelt performances and precise grasp of the roles. Cheng Changgeng's performance in The Legend of the White Snake is regarded as a classic of Huizhou opera. Shen Congwen believed that Huizhou opera was "not only a form of entertainment, but also an embodiment of the spiritual life of the people of Huizhou, which is deeply rooted in the land of Huizhou, and to a certain extent reflects the way of life, thoughts and emotions, and aesthetic interests of the people of Huizhou."

Shen Congwen's evaluation highlights the important position of Huizhou opera in Huizhou culture and the deep cultural memory it carries. (Hu & Zhang, 2021)

The development of Huizhou opera not only demonstrates the pursuit of art and innovation of the people of Huizhou, but also inherits the profound cultural tradition and regional characteristics of Huizhou. Many plays in Huizhou opera originated from the historical stories, folk legends and living customs of Huizhou, which not only provide the audience with rich spiritual enjoyment, but also become an important carrier for conveying the cultural memory of Huizhou. In the process of reconstructing Huizhou culture, Huizhou opera, as an important cultural heritage, is valued not only for its artistic performance itself, but also for the deep cultural connotation and the transmission of historical and cultural memory behind it.

4.COMMUNICATION OF HUI CULTURE FOR THE EXTENSION OF CULTURAL MEMORY

When discussing cultural memory, it is important to consider the forms through which memory will be passed on and disseminated, so that the collective of the current era can receive, understand, and inherit the cultural memories inherited from their forebears.

4.1Forms of transmission of cultural memory

4.1.1Government and Tourism Companies Provide Offline Platforms for Emblem Culture Dissemination

Relevant policies and measures have been gradually improved in order to effectively disseminate Hui culture and deepen public awareness and understanding of it. The State has invested considerable effort in ensuring that these policies are implemented at all levels of government. Specific practices include the preservation of ancient Huizhou buildings and the organization of cultural festivals and other activities aimed at promoting the widespread dissemination of Huizhou culture. Thanks to the authoritative nature of the Government, the public generally trusts and is willing to participate in government-organized Hui culture projects, which further promotes the popularization and transmission of Hui culture.

The protection of Huizhou ancient architecture has become a key project of the local government in the cultural field. In order to ensure the effective implementation of this conservation project, the government has not only vigorously introduced professional talents, but also formulated a series of feasible conservation programs, and carried out sufficient preparatory work to ensure that the capital investment can play the most effective role. The relevant measures taken by the government have begun to bear fruit, especially in Huangshan City, thanks to the strong support of the government, the restoration and protection of Huizhou ancient buildings has been carried out rapidly. This work is mainly centered on the two key projects of "One Hundred Villages and One Thousand Villages" and "One Hundred Villages and One Thousand Villages", which have been officially recognized by the State as cultural heritages. As a result, the public has gained a deeper understanding and impression of Huizhou's ancient architecture and ancient village layout. At the same time, local villagers have actively participated in the conservation work and have taken the initiative to publicize these projects. Through these efforts, the rich memories of Huizhou culture have been effectively preserved and influenced future generations, ensuring the continued transmission of this valuable cultural heritage. Huangshan City's positive actions in the dissemination of Huizhou culture have laid the foundation for other regions and provided valuable practical experience. Lucun and Hongcun are two typical examples, both of which have set up corresponding professional organizations to realize the construction and maintenance of ancient villages and dwellings, and thus to protect Huizhou culture. Lucun has been planned as a scenic spot with Huizhou cultural characteristics, and because it carries a long history of Huizhou's ancient architecture and a thick cultural memory, a special protection team has been set up, and the local government assigns excellent talents to be in charge of the post, so as to ensure that the policy is practically implemented. Huangzhou City's protection and publicity work has a far-reaching impact, the residents of Hongcun in Qianxian County realize the importance of inheriting the cultural memory, and respond positively to the government's policy by creating the "Hongcun Rural Hakubu Union" on their own, with the participation of the residents, the development of the scenic area of Hongcun is accelerated, which lays a solid foundation for the publicity of the tourism company. All in all, through the formulation of effective policies and the establishment of a sound system, the government has carried out effective restoration and maintenance of the ancient buildings in Huizhou, so that the Huizhou culture can be passed on and the cultural memory can be continued.

In addition, by organizing regular cultural festivals and other events, the government provides the public with opportunities to experience Hui culture first-hand, enabling the public to truly participate in the process of spreading Hui culture. The city of Huangshan has continued to stay ahead of public awareness by gradually implementing government policies and organizing annual Hui Culture Festivals, an initiative that, since its initial implementation, has inspired local residents to pay close attention to Hui culture and to gain a deeper understanding of the ancient architecture of Huizhou. Huizhou opera shows the public the historical memories and living customs of the ancestors in a simple style and unique way of playing, so that the cultural memories can be successfully passed on to the present day and displayed in the contemporary society, so that people can witness and comprehend them, and so that the cultural memories can continue to be passed on. In addition to the appreciation of Hui culture, there are also Hui wood carvings, Hui ink crafts such as the production of praise and amazement, Hui cuisine cooking for people to learn, participants can not only watch the process, taste the exquisite skills, but also in the assistance of the craftsmen to experience the process of production, hobby of such crafts residents in the end of the festival also have a strong will to learn the corresponding Hui cultural skills, through word of mouth, residents of other areas Through word-of-mouth, residents from other areas come to visit the festival. This way of holding the festival by the government effectively spreads the Huizhou culture and at the same time promotes the inheritance of Huizhou cultural skills, providing a platform for strengthening and prolonging the memory of the Huizhou culture.

The government's restoration and protection of Huizhou's ancient architecture has given solid support to the travel company's dissemination of Huizhou culture. Based on the construction of the scenic spot, the tourism company has compiled a travel brochure, which describes in detail the construction of the scenic spot and the supporting facilities, and is vividly displayed through pictures. The construction style of the scenic spot closely follows the original characteristics of the ancient villages, and after restoration and adjustment, elements of Huizhou culture are skillfully incorporated, so that the ancient Huizhou architecture can be reproduced. Through these carefully restored scenic spots, visitors can deeply experience the rich historical memory of Huizhou. The brochure also briefly introduces Huizhou cultural elements such as Huizhou opera, Xin'an medicine and Huizhou wood carving, etc. The richly illustrated travel brochure greatly stimulates tourists' interest in Huizhou culture, which in turn makes them hold a clearer intention of traveling to the place. After planning, the tourism company opened performances in the scenic area, which should show the culture and folklore of Huizhou, so as to attract foreign tourists and deepen their understanding of Huizhou culture. Taking Yixian Huihuang Jingyin Tourism Development Co., Ltd. as an example, the tourism company has planned the "Hongcun Aju" performance program for Hongcun scenic spot, taking the beautiful and historically rich natural scenery of Hongcun as the background of the stage, and taking "Aju", a woman from Huizhou, as the character clue, to interpret the traditional wedding ceremony of Huizhou, and to provide a good opportunity for the western tourists to have a better understanding of Huizhou culture. The program of "Xidi Huizhou Folk Wedding Performance" for Xidi also reproduces the scene of traditional wedding in Huizhou, promotes traditional folklore, and leads tourists to experience a shocking journey of memory of Huizhou culture. There are also other scenic spots for the planning of the "Farmers Sunshine Autumn" program, the tourism company compared to the Huizhou people used to live in the scene of the video data, will be nearly one to one replica, the tourists can travel through the long river of history, in the folklore show to feel the cultural memory of the shuttle. The activities organized by the tourism company allow tourists to experience an unprecedented trip rich in history and culture, which serves as the main point of publicity and achieves efficient communication.

4.1.2 Provision of a virtual platform for the dissemination of Huizhou culture by official media, social organizations and the self-media

Living in the era of Internet popularization and information fragmentation, the vast majority of people prefer to obtain important information through the network, the carrier of cultural communication is becoming increasingly rich, and the way to disseminate Hui culture is no longer a single way, with the participation of official media, social organizations, and self-media, the public access to the channels of Hui culture information in a more dynamic way.

The official media has the highest broadcasting volume and the most far-reaching influence. In recent years, provincial cultural tourism has been active in all major video social platforms, gradually coming into the public's field of vision, realizing that one can learn about traditional culture without leaving one's home, and a few minutes of video can quickly disseminate the wonderful content, thus realizing rapid and wide-ranging cultural dissemination. The coverage of the official media is very wide, not only throughout the country, but even globally, so that overseas compatriots, even if they are in a foreign country, can experience the historical and cultural memories in the videos and publicize them, so that international friends can experience the cultural memories together (Li & Wang, 2023). The official media for promoting Huizhou culture was established by the city of Huangshan and the districts and counties under the jurisdiction of Huangshan, and accounts were created on various video social media platforms, with each account managed by a special person in charge of posting content about elements of Huizhou culture, such as Huizhou opera, Xin'an medicine, Huizhou cuisine, and Huizhou wood carving, etc., which combines historical culture and modern elements, so that people who swipe to the video can stop and want to explore the memory of Huizhou culture in history (Li & Wang, 2023). The idea of the memory of Huizhou culture in history. The most active cultural tourism as an entry point, the characteristics of Huizhou food and Huizhou ancient villages have become an important direction and source of inspiration for the official media communication strategy, as the official media of the "Shexian Fusion Media Center" and "Yixian Fusion Media Center", "Qimen Culture, Tourism and Sports Consultation" are three successful examples, these media are able to find the key points of Hui culture dissemination, and seize the key of the public's search for information. The open and real effect of the official media undoubtedly provides a good platform and channel for the public to experience the Hui culture, establishes a bridge between the public and the memory of the Hui culture, and realizes the continuation and proliferation of the cultural memory in the Internet era.

Apart from the official media, the more credible ones are the communication agencies set up by social organizations, the most common of which are tourism development companies that promote traditional culture. Tourism is a contemporary craze for relaxation, and in recent years, a certain percentage of tourists choose to travel to a place because of the local customs and culture, as well as the historical and cultural memories behind it, therefore, the media of tourism companies tend to attract tourists through the dissemination of traditional culture. Yixian Hui Huang Jing Yi Tourism Development Co., Ltd. has opened a social account "Anhui Hongcun", which mainly focuses on video platforms, and this choice lays a solid foundation for the dissemination of Hui culture and provides the right and appropriate ideas. Ltd. has also opened a video account of Huangshan Yunqi Tourist Resort, and at the same time of video publicity, it also carries out graphic publicity of Shexian Yunqi Tourist Resort through other social platforms to screen out the users who do not want to watch the video and satisfy the needs of more users. The tourism company does not single-handedly disseminate elements of Huizhou culture, but also utilizes the existing advantages of combining it with the elements of modernization, and publishes about the organization of Hui cultural and artistic performance activities, which cover all age groups, including children aged 4-6 years old, realizing the inheritance of the memory of Hui culture. At the same time, it integrates the dissemination of Hui culture with education, and jointly organizes study tours with schools, so that students can learn about Hui culture from tours, and under the popularization of science by their teachers, they can experience Hui culture with the spirit of exploration, and Hui culture can be passed on from generation to generation.

In the Internet era, the emergence of self-media has also contributed to the dissemination of Huizhou culture, a group of Huizhou culture enthusiasts and inheritors of Huizhou cultural skills have also opened their own accounts in the video platform,

by sharing the Huizhou wood carving carving and Huizhou ink production and other exquisite Huizhou culture skills, the inheritors of the fine work of the wood carving to show the exquisite appearance and the micro-visible details, which has brought a new impression of Huizhou culture to the users of the platform. This brings a brand-new impression of Hui culture to the platform users, and after in-depth understanding, some of the users are determined to become the inheritors of Hui culture. With the continuous progress and popularization of Internet technology, there is no need to worry about the gradual loss of the skills of Hui culture in the future. On the contrary, with the help of the Internet as a powerful communication platform, Hui culture can keep pace with the times, and continue to be inherited and carried forward, to ensure that this valuable cultural memory can be continued.

4.2 As a medium of cultural memory

Ambient narratives, exhibitions and performances are the forms of media used to construct cultural memory in society, as proposed by Assmann, and are classified into the above three categories according to their organizational structure or modality. Narratives construct cultural memory through texts and print media, exhibitions through museums as well as digital media, and shows through movies and television. (Aleksinskaya, 2022).

Texts include books, periodicals, newspapers and other forms of written narratives, among which newspapers have been gradually marginalized due to the change of time. Meanwhile, books and periodicals provide scholars with rich research materials, and also become an important and convenient offline way for the public to learn about Huizhou culture. Periodicals, which are periodic publications, usually contain stories of Huizhou characters and events of Huizhou cultural activities, make the dissemination of Huizhou culture have timely and real-time value, so that the public can get the latest news in a timely manner, and the texts can be retained for a long time, and the books can be read by future generations. The text can be retained for a long time, and the books can be read by future generations, which prolongs the memory of Huizhou culture. Graphic media include photographs and paintings, etc. The photography exhibition of Huizhou ancient villages reflects the construction style of Huizhou ancient buildings and the unique natural landscape of Huizhou, which leaves deep memories in the hearts of the public and provides visual support for the dissemination and inheritance of Huizhou culture.

Exhibitions and performances are new media for the dissemination of Huizhou culture. Compared with traditional media, exhibitions and performances link Huizhou culture more closely with science and technology, and the forms of dissemination are novel and distinctive. Museum is an important place for spreading traditional culture, and plays a role in collecting, protecting and displaying cultural heritage related to Huizhou culture. Museums give people a heavy sense of history and a strong atmosphere of the old times. Compared with other media, museums present Hui culture more intuitively, and visitors have a stronger feeling of Hui culture. By seeing with their own eyes the objects related to Hui culture with traces of history, the audience can directly feel the rich historical memories embedded in Hui culture, as if they have traveled back in time, and gain an insight into the profound imprints left by the Hui culture in the long river of history. The audience can directly feel the rich historical memory of Huizhou culture, as if traveling through time, and gain insight into the profound traces of Huizhou culture in the long history. There are museums in all cities and counties in Huizhou, displaying Huizhou paintings, Huizhou wood carvings, Huizhou ink, Huizhou Xin'an medical antiquities and other arts and crafts, as well as miniature models of Huizhou ancient buildings, which are intended to show the historical memories of Huizhou culture, and the features of Huizhou culture shown in the Huizhou Ancient Architecture Museum of Huangshan City and the Hongcun Museum are the most significant. Usually, there are professional knowledge interpreters in the museums, so you can listen to the interpreters while browsing the historical objects and feeling the Huizhou culture. School education attaches great importance to traditional culture. Teachers lead primary and junior high school students into museums to learn about Hui culture from their youth, which is also a way of passing on Hui culture. Digital media are used to disseminate Hui culture through the Internet, social media, online videos, etc. This is why Hui culture can be spread all over the world, and the research materials of Hui culture can be shared online and stored permanently in a digitalized way, which is a medium for the memory of Hui culture to be retained for future generations to experience. The application of digital media facilitates the research of scholars, broadens the channels of Huizhou culture dissemination, and provides the possibility of extending the memory of Huizhou culture.

Movies and TV programs play a great role in shaping Hui culture, and the public's spare time is basically filled with TV programs and movies. By integrating Hui culture with TV media and developing cultural movies and TV programs, the public can also feel the charm of Hui culture during their spare time. Movies vividly display the various aspects of Hui culture with their unique narrative and strong visual impact. Some scenes in the movie "Crouching Tiger, Hidden Dragon" were shot in Huangshan, Anhui Province, and the architecture and unique style of Huizhou added a layer of regional cultural atmosphere to the movie, which brought Huizhou culture into the audience's surroundings in this special form from the long history, and the unique charm of Huizhou culture crossed the boundaries of space and time, and was remembered and inherited by the public. Television programs such as TV dramas, variety shows and documentaries can be used as a medium to spread Hui culture. Drama series can interpret the aspects of Hui culture in a more complete and detailed way, and it is also a type of program that allows the public to memorize Hui culture quickly, and to feel the development course and historical changes of Hui culture through the development of drama series. Variety art is one of the most popular and culturally relevant ways for the public to accept and love. Through role-playing, virtual scenes produced by new media technology, the historical scenes of Huizhou are restored to the maximum extent, interspersed with situational drama performances, weakening the overly boring features of culture and giving the audience an immersive feeling, activating the audience's historical recollections and reinforcing the memories of the Huizhou culture. The real characteristics of the communication medium of documentaries give the audience a precise analysis and a professional angle to show the Hui culture, convey the regional characteristics of Hui culture, and enhance the audience's awareness of the heritage of Hui culture. Movies and TV effectively prolong the memory of Hui culture and promote the inheritance and development of Hui culture by shaping vivid and distinctive images of Hui culture.

5. CONCLUSION

This study delves into the multidimensional facets of Hui culture, including its history, architecture, art, medicine and opera, as well as the application and manifestation of cultural memory theory in Hui culture. Through detailed literature review and fieldwork, this paper not only reconstructs the historical lineage of Hui culture, but also reveals the transmission and development path of Hui culture in modern society. In particular, the paper explores how Hui culture embodies deep cultural memory and regional characteristics through elements such as ancient village layout, Xin'an medicine, and Hui opera.

Hui culture is not only a treasure in the Chinese cultural treasury, but also an important part of global cultural diversity. The unique layout of Huizhou ancient villages and the innovative practice of Xin'an medicine reflect the deep understanding and respect of Huizhou culture for the pursuit of harmony, health and aesthetics. The diversity of Huizhou opera and the innovation of performing arts, on the other hand, demonstrate the vitality and inheritance ability of Huizhou culture. In addition, this paper explores the roles of the government, tourism companies, official media, social organizations and self-media in the dissemination of cultural memory, as well as how digital media and emerging technologies can provide new opportunities for the preservation, inheritance and development of Hui culture. Although Hui culture has made remarkable achievements in the process of inheritance and development, it is also facing the challenges of globalization and modernization, and how to protect traditional culture while adapting to the needs and development of modern society is an important topic for future research and practice. In addition, the research and dissemination of Hui culture need to be further deepened, especially in the digital era, how to make use of modern technological means to protect and disseminate Hui culture more effectively, so as to make it show greater influence in the context of globalization, is also an important direction for future research.

This study not only provides a new perspective for understanding the deeper connotations and values of Hui culture, but also provides an important theoretical and practical foundation for the inheritance, protection and development of cultural memory. In the future, it is hoped that the global significance of Hui culture can be further explored through more interdisciplinary research and international cooperation, so as to make new contributions to the promotion of the world's cultural diversity and the common development of mankind.

Declarations

Funding

This work Supported by Department of Philosophy and Social Sciences of Anhui Province. Anhui Folk Ceramic Technology Digital Protection Research (AHSKQ2023D102)

Data Availability

All data analyzed in this study are available on request from the authors.

Declarations

Ethical Approval Not required.

Competing interests

The authors declare no competing interests.

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