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The roles of social media in promoting the dissemination of Chinese mythologies

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This paper explores the key role and great potential of social media in promoting Chinese mythology. As a modern platform for information dissemination and exchange, social media provides a new transformation channel and dissemination medium for displaying Chinese mythologies. On social media, Chinese mythologies are reproduced in various forms, such as anime dubbing, animated micro films, and real anchor narrations. In contrast, the coverage and dissemination speed of traditional oral and written media is incomparable. These mythologies carry thousands of years of history and culture; through social media, people can easily access relevant information, participate in discussions, and share experiences, thus inspiring a strong interest and love for traditional culture as well as mythologies and legends. However, social media still faces many challenges in promoting Chinese mythologies, such as information fragmentation, authenticity issues at the origin of mythologies, content homogeneity and commercial operation. Therefore, in the promotion process, it is necessary to strengthen content filtering and management, ensure the authenticity and professionalism of information, and pay attention to the depth and professional promotion of content.

Keywords: Social Media, Chinese Mythology, Cultural Dissemination, Chinese Mythology, Chinese Culture



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Public Interest Statement

This paper focuses on exploring the important role and potential of social media in promoting the dissemination of Chinese mythologies. Compared to traditional oral and written forms of communication, social media provides a new channel that allows people to more easily access, discuss, and share content related to Chinese mythologies, thereby fostering a strong interest in traditional culture. However, the dissemination of mythologies through social media faces challenges such as information fragmentation, content homogenization, and commercialization. Therefore, the paper emphasizes the need to strengthen content management to ensure the authenticity and professionalism of the information being disseminated. The novelty of this research lies in its analysis of how social media promotes Chinese mythologies while also addressing specific issues that arise during this process, such as cultural conflicts and copyright protection. Through these analyses, the study proposes strategies to address these challenges and better promote the inheritance and development of Chinese mythologies. The significance of this paper lies in its contribution to understanding how modern technology impacts the dissemination of traditional culture, while also providing theoretical support for future cultural promotion strategies. Given the wide-reaching impact of this topic, particularly in promoting cross-cultural exchange in the context of globalization, the content of this paper is likely to attract a broad audience interested in cultural communication.

1. Introduction

Nations across the globe have unique and rich cultures that reflect the core of their history, values, beliefs and way of life. The frequent interaction and communication between different cultures have promoted the rise of cultural dissemination and cross-cultural communication activities. One of the important components of national culture is their mythology, which not only relates to the origin and development of the nation but also represents the precious heritage of human history, including the wisdom and exploration spirit of the ancestors to nature and society. The purpose of this paper is to encourage the media to give full play to their cultural mission and then to inherit and promote their own national culture, especially the inheritance of mythologies, to facilitate the local culture to the international stage, promote cultural exchanges between countries, and continue and carry forward the essence of culture. It is also an important responsibility that Chinese social media should shoulder.

With the advent of the digital age, social media has become an integral part of people's lives. It plays a vital role in disseminating and displaying Chinese national culture, especially in disseminating Chinese mythologies. Moreover, social media provides a new way for people to analyze information and cultivate interest in Chinese national culture. It provides an open and free platform that enables people to easily access and retrieve information and to participate in relevant discussions and experience sharing. Social media platforms have revolutionized the way information is disseminated and how people interact with cultural content, offering unique opportunities for engaging audiences (Kaplan & Haenlein, 2010). Through social media, users can explore the details of Chinese mythologies and the cultural connotations behind them, thereby increasing their understanding and identification with mythologies. This paper aims to explore the influence of social media on the promotion of Chinese mythologies, including influencing factors, promotion strategies, methods of dissemination and dissemination characteristics of different platforms. Moreover, we pay special attention to the inheritance and development of China's unique national culture, as well as possible problems.

2. Analysis of the Promotion Status of Chinese Mythology

2.1 Concept and Characteristics of Chinese Mythology

Chinese mythologies are mysterious and imaginative cultural products inherited from ancient China. Most of these mythologies originated from the folk in primitive society, when human beings were in the early stage of development and production capacity and cognitive ability were limited. Therefore, in the face of many natural and inexplicable phenomena, human beings worship and attempt to process stories

through imagination to explain supernatural phenomena; moreover, these stories are called mythologies. These mythologies usually have rich cultural connotations and profound ideological significance, reflecting ancient Chinese people’s cognition of the world and nature. Chinese mythologies not only encompass thousands of years of Chinese national history and heritage but also reflect their profound influence on global culture. According to Table 1, Chinese mythologies can be roughly divided into four categories: ancient mythologies, religious mythologies, folk mythologies and literary mythologies. They are not only valuable Chinese cultural heritage but also an important part of the history of human civilization. Through the research and protection of these mythologies, we can effectively promote the development of cultural diversity and enhance people’s understanding and appreciation of their own cultural roots. In addition, national culture, such as mythology, is also an important means for a country to increase its international soft power (Birrell, 1993).

Table 1: Rich Classifications of Chinese Mythologies

Classifications of Chinese Mythologies	Representative works
Ancient Mythologies	Pan Gu’s Opening of Heaven and Earth, Nv Wa Fixes the Sky and Makes Men, the Mythical Bird Jing Wei trying to fill up the sea with pebbles, Kua Fu Chases the Sun, King Yu Combating the Flood, Gong Gong Hits the Mount Buzhou Angrily, Three Emperors and Five Sovereigns, Shen Nong Tasted Hundreds of Herbs, Cang Jie Created Chinese Characters, Xing Tian Wields Shield and Ax, etc.
Religious Mythologies	Guan Yin Bodhisattva obtained Excellent Practice, the Eight Immortals Crossing the Sea, Zhong Kui Captures Ghosts, the Legend of the Goddess Ma Zu, Snarl and Snap at Lv Dongbin, the Goddess Yao Ji, Gan Jiang and MoYe, the Female Leader of Yan Shui Tribe and the Male Leader of Ba Tribe, Winemaker Du Kang, Dragon King’s Daughter Worships Guanyin Bodhisattva, the Matchmaker Yue Lao, Fairy Swan and the Toad God, Shi Gandang of Mount Tai Eliminates Demons and exorcizes evil spirits, Four Mythical Beasts, etc.

<p>Folk Mythologies</p>	<p>Marriage of the Fairy Princess, the White Snake, the Cowherd and the Weaving Maid, Chang'e flies to the Moon, Hou Yi Shoots the Sun, Wu Gang Chops the Laurel Tree, Meng Jiangnv's Bitter Weeping down the Great Wall, Drill Wood to Make Fire, Celestial Dog Eats the Moon, Butterflies and Love, the Foolish Old Man Who Removed the Mountains, the Goddess Fu Fei of the Luo River, the King Mu's Journey to the West, the Goddess Ma Gu Presents Longevity, Dan Zhu Became a Bird, Smart chop of Unicorn Dragon, Bai Ling Eliminates Dragon, Emperor Wang's Misery in Cuckoo's Cry, Acacia Tree, the Mad Monk, Legend of New Year's Eve, the Twelve Chinese Zodiac Signs, Carp Leaping over the Dragon Gate, Money-spinner and Cornucopia, Seven Brothers of Yang Family, Five Brothers, Book from Heaven, Legend of Dragon Boat Festival, Legend of the Sun and Moon Lake, etc.</p>
<p>Literary Mythologies</p>	<p>Prince Ne Zha's Triumph Against Dragon King, Havoc in Heaven, Go on a Pilgrimage for Buddhist Scriptures, the Monkey King Thrice Defeats the Skeleton Demon, the Legend of Deification, Chen Xiang Splits the Mountain to Save His Mother, Lotus Lantern, etc.</p>

The important feature of Chinese mythology lies in its long historical memory and profound cultural accumulation. They are not only the source of human civilization but also the motivity of all cultures. The origin of Chinese mythology can be traced back to before the Qin and Han dynasties. After thousands of years of inheritance and continuous supplementation, the mythological system has improved, and new branches have been derived. Both ancient mythologies, such as the opening of heaven and earth, and folk mythologies, which are passed down from generation to generation, and the creation of these stories and the portrayal of characters embody the profound thinking of the ancestors of all ages on the universe, heaven and earth, nature and self-cognition and reflect the unique aesthetic consciousness and thinking of the Chinese people. In literary creations, mythologies show great value, carry the cultural tradition and spiritual cultural heritage of the Chinese nation, and are important carriers of traditional Chinese culture (Allan, 1991). For example, the Classic of Mountains and Seas records ancient China's exploration and imagination of the natural world, reflecting ancient people's cognition and exploration of the world. Chinese mythologies often involve a wealth of moral education and life wisdom, which has an important impact on shaping people's moral concepts and behavior standards. For example, Creation of the Gods, by describing the conflict between man and God, expresses the pursuit and advocacy of justice, loyalty, courage and other values. Since ancient times, mythological stories and elements, such as murals, carvings, literary works, poems, traditional customs, etc., have been recorded by various carriers, which has had a profound impact on the

aesthetic thinking and consciousness of later generations. In modern societies with developed social media, the cultural value of mythologies is constantly explored and expanded, and their commercial value is also increasing, attracting increasing attention (Aral, 2020).

2.2 Development Status of Chinese Mythology in the New Era

The inheritance and protection of Chinese mythology is an important and complicated issue. Under the influence of rapid modernization and globalization, Chinese mythologies face many challenges and dilemmas. The Chinese government and local ethnic culture protection organizations have been committed to protecting and inheriting China's rich ethnic culture and have taken a series of measures to address these challenges. At the same time, Chinese major social platforms continue to encourage users to create more work related to Chinese mythology, which greatly speeds up the dissemination of Chinese mythology. Figure 1 shows the statistical data of works about Chinese mythology on three major Chinese social platforms from 2020--2023. Figure 2 shows the statistical data of Chinese journal articles on Chinese mythology from 2018--2023.

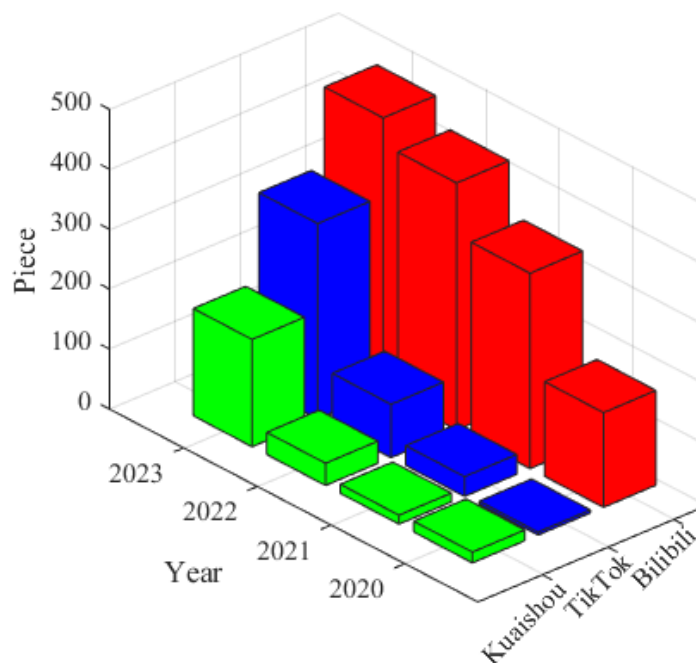


Figure 1: Statistical data of works about Chinese Mythologies on Bilibili, TikTok and Kuaishou from 2020--2023

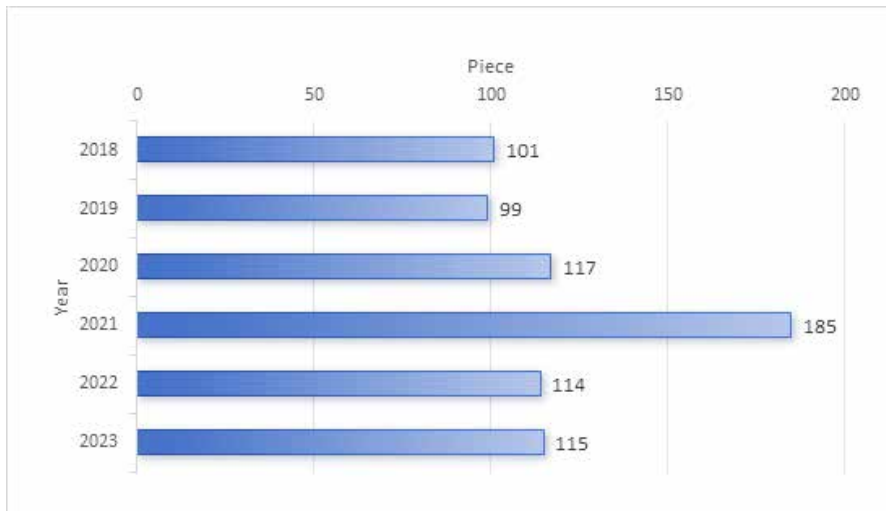


Figure 2: Statistical data of journal articles on Chinese mythology from 2018--2023

In 2000, Yunnan Province promulgated the first local regulation on the protection of traditional ethnic and folk cultures in China, that is, “Yunnan’s Regulations on the Protection of the Traditional Folk Culture”. Since then, many places have enacted specialized protection regulations, providing a legal basis for the protection of ethnic culture and enhancing the legal effect of protection work. To increase investment in the protection of ethnic culture, the Chinese government and local organizations have set up a number of ethnic cultural heritage protection funds to provide financial and technical support for related projects and to promote the inheritance and development of ethnic culture.

In addition, to better promote the film and television adaptation of Chinese mythologies, the China Media Group launched the “Animation Creation Project about Chinese Classic Mythologies” in 2017. Through the support of the competent department, the guidance of special funds and the extensive participation of anime production companies, the project has created a number of excellent animated works, such as “King Yu Combating the Flood”, “All birds are Paying Homage to a Phoenix”, “The Eight Immortals Crossing the Sea” and “Chinese Mythological Stories”. These works not only promote Chinese mythology in the international market but also promote excellent traditional Chinese culture and enhance national cultural soft power (Yang, 2015).

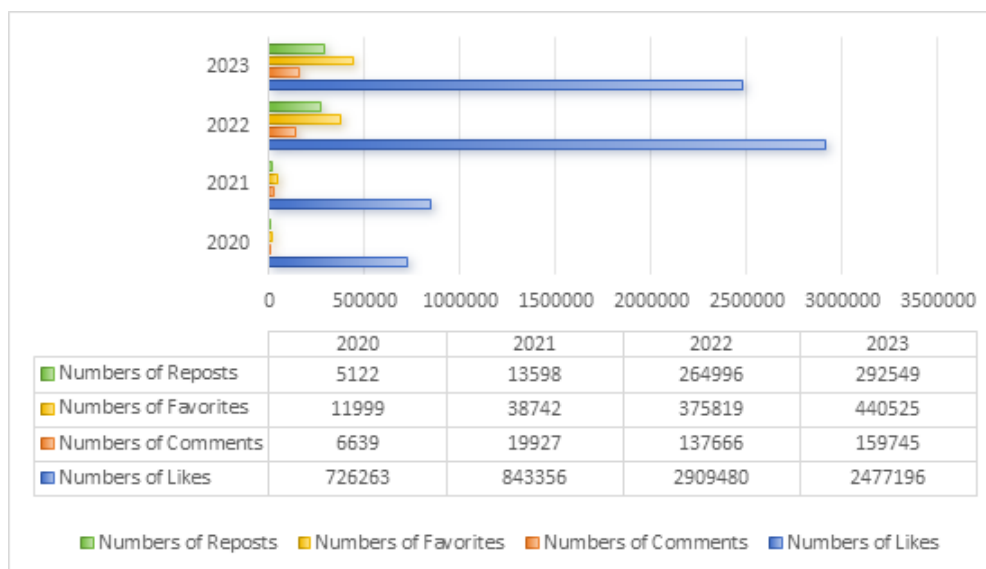


Figure 3: Numbers of likes, Comments, Favorites and Reposts of Related Chinese Mythology Works on TikTok from 2020--2023

The numbers of likes, reposts, comments and favorites related to Chinese mythologies on TikTok from 2020--2023 are shown in Figure 3. The government has combined some Chinese mythologies with local folk customs to develop a new national tourism development plan while strengthening the management and protection of scenic spots and providing related tourism services and measures to attract more tourists to visit and understand Chinese national culture. For example, Penglai District, Yantai city, Shandong Province, uses the mythologies of Penglai Fairy Mountain and the eight Immortals crossing the sea as a tourism promotion feature. The tourist attraction posted videos of related mythologies on social media, and the scenic area was decorated with related mythological elements and backgrounds, attracting many domestic and foreign tourists (Chio, 2014). In addition, the Fujian activity concerning the Parade of the Gods, which exploded on the self-media platform in 2024, also shows the successful case of combining mythologies with tourism. The parade of the gods is a traditional folk activity that imitates the cruise of the gods when the gods are invited to the divine sedan chair and then carried out of the temple for a parade, accepting the people's incense and worship, praying for good weather, prosperous country, and people's security in the New Year. The activity Parade of the Gods was originally a small local gods worship activity, but because of the rapid dissemination of social media, especially the we-media platform, it has become a well-known large-scale gods worship activity. It attracted many tourists in a short period of time, promoted the development of local tourism and the economy, and allowed more people to understand the unique mythologies and historical allusions in China (Winter, 2009). To strengthen international cooperation, China has actively participated in UNESCO activities and projects, sharing successful experiences and best practices in the protection and inheritance of national culture, such as mythology. China is also showcasing its long history and rich national culture to the world through cultural exchange activities and the new tourism development strategy of "tourism+mythology".

The inheritance and development of Chinese mythology still face many difficulties and challenges. Under the pressure of commercialization and modernization, some Chinese mythologies have been adapted and deformed in the process of commercialization to meet commercial interests and market demands, resulting in the distortion and loss of the original appearance and connotation of the original mythologies. In addition, the increasing conflict between traditional concepts and modern values has led to some mythologies being questioned and criticized in modern society. In addition, staff and technology shortages are also constraints, and strengthening the professional knowledge training of relevant staff to ensure the correct inheritance and development of mythologies is urgent. Public participation and awareness are also major challenges. Although the government and institutions continue to publicize and promote Chinese mythologies to the public, some people have gradually lost their sense of identity with traditional Chinese culture in the process of modernization, resulting in decreasing attention and awareness of inheritance to mythologies; thus, a cultural identity crisis has appeared.

From a certain point of view, due to a series of measures taken by the government and relevant institutions to strengthen the publicity of Chinese mythology, its inheritance and development have achieved certain results. Nevertheless, we still need to further strengthen talent development, technical support and public participation. Facing the challenges of urbanization and modernization, the development of Chinese mythologies requires more resources and effort. Only through sustained efforts and the participation of the whole society can we better inherit and promote rich Chinese ethnic culture so that it can continue to play an important role in contemporary society (Wang, 2008).

2.3 Promotion of the development of Chinese mythologies

Cultural promotion plays a vital role in the inheritance and popularization of Chinese mythology. Chinese mythology is an important part of Chinese culture, which not only reflects the life of ancient people but also has profound cultural value and moral education significance. The main mode of cultural promotion is shown in Figure 4.



Figure 4: Construction of the Content Mode in Cultural Promotion

At present, there are various ways to promote Chinese mythology, each with its own characteristics, but at the same time, there are several advantages and disadvantages. It is necessary to choose the appropriate promotion method according to different situations and requirements. Social media provides a highly interactive environment that enables viewers to engage in discussions and to share and create relevant content. Social media, with rapid dissemination and wide coverage, can update content in real time to reach global users. However, in the digital age of information profusion, users may feel overloaded with information and find it difficult to filter out valuable content. In addition, owing to the low threshold, anyone can produce and publish content, resulting in uneven content quality; moreover, the accuracy and depth of content may be sacrificed in the process of disseminating mythologies. Because the details and cultural background of Chinese mythologies are complex, simplifying or misinterpreting these stories may lead to misunderstanding or distortion of the original cultural significance and value (Couldry, 2012). Offline mythology exhibitions and activities allow the public to more intuitively understand the origin of mythologies as well as the historical culture, local conditions and customs at that time. However, because these activities are too rigorous and professional, attracting a large audience to participate is difficult. In addition, owing to the limitations of time and space, quickly affecting the public or forming a popular trend is difficult. The film and television adaptations can transform mythologies into more engaging visual and aural experiences that appeal to a wider audience, including an international audience. Through films, TV series, anime and other forms, these stories can transcend cultural and geographical boundaries to reach more people. At the same time, successful film and television IPs can bring significant economic returns, including box office revenue, copyright sales, derivative development, etc., and promote the development of related creative industries and tourism (Davis & Yeh, 2014). However, under strong commercial pressure, film and television adaptation may overemphasize visual effects and market acceptance at the expense of the cultural depth and educational significance of mythologies. In summary, different methods for promoting Chinese mythology have their own advantages and disadvantages, and appropriate promotion methods should be chosen according to the actual situation.

3. Theoretical Basis of Social Media in the Dissemination of Chinese Mythologies

3.1 Characteristics and development status of social media

Social media platforms, as we know them today, took off in the early 21st century, but the basic concepts and techniques can return to earlier forms of online communication and interaction. Scholars in different fields have different views on the definition of social media. According to the definition of Wikipedia, “Social media is a virtual community and network platform that people use to create, share, and exchange opinions, viewpoints, and experiences. The most significant difference from ordinary mass media is that users of social media enjoy more choice and editing power, and they assemble into some kind of reading and listening community.” Across the globe, there are a variety of social media platforms, including Facebook, YouTube, WhatsApp, Instagram, WeChat, Tik Tok, Facebook Messenger, Tik Tok, QQ, SINA Weibo, Kuaishou, Snapchat, Telegram, Pinterest, Twitter, Reddit, Quora, etc.

The contents in Table 2 reflect the characteristics and advantages of social media in the daily life of the public. In the digital age, social media has become one of the main drivers of global information flow. One of its distinguishing features is “immediacy”, which allows information to disseminate across the globe with almost no delay. This feature not only changes the method of information consumption but also affects the public’s response to and engagement in events, enabling users to participate in ongoing events in real time and express their opinions and emotions immediately (Kaplan & Haenlein, 2010).

The rapid dissemination of social media relies on advances in broadband and mobile data technology, especially the spread of 4G and 5G networks. These high-speed internet connections allow videos, pictures, and large files to be shared and received almost instantly, greatly increasing the ability of social media to interact instantly while ensuring the effectiveness and value of information (Kaplan & Haenlein, 2010). The advent of social media has changed the way people access information, participate in discussions, and connect with others, encouraging users to engage in interactions such as comments, likes, analysis, or participation in topic discussions. This interaction greatly enhances the users’ experience and enables effective communication and exchange of information. In social media platforms, the combined use of big data analysis and cloud computing not only improves the degree of content personalization but also improves platform operation efficiency and user satisfaction (Zhang & Leung, 2015). By analyzing users’ activation at a given time and content preferences in real time, social media can dynamically adjust push strategies to ensure that users always receive the most relevant information. The combination of the two not only optimizes content recommendation, providing users with a highly personalized content consumption experience but also makes the information more engaging and targeted. The rapid development of social media is inseparable from the widespread popularization and use of mobile devices such as smartphones and tablet computers. The efficient processors and applications built into these devices allow users to access their social media accounts whenever and wherever possible, to communicate in real time, and to maintain a continuous social media experience. The emergence of social media has greatly changed communication methods, commercial marketing strategies and information dissemination modes in modern society and enriched people’s social circles and information acquisition methods.

Table 2: Positive impacts of social media

Characteristics	Advantages
Immediacy	Social media makes the delivery and reception of information almost real-time. Users can post news, updates or emotional expressions instantly and get a quick response.
Interactivity	Social media encourages users to engage in interactions such as comments, likes, sharing, or participation in topic discussions, and this interactivity enhances the users’ experience.

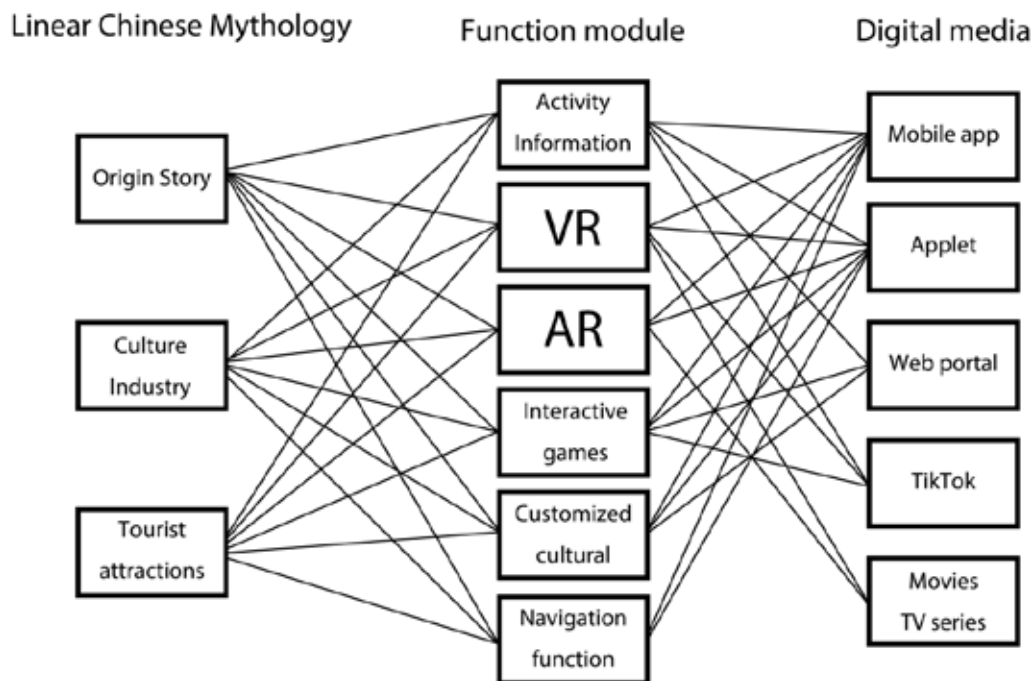
Personalized Experience	Algorithm ensures that users receive recommendations for content they may be interested in, including ads, news, blog posts, or videos, creating a highly personalized content consumption experience.
Convenience	Almost all social media platforms are accessible via smartphones, tablet computers or computers, ensuring that users can stay connected whenever and wherever possible.

The design of social media optimized the rapid dissemination of information, but it also allows false information and rumors to spread widely in a short time, causing great loss and harm to individuals and brands. Relevant departments and platforms must strengthen supervision to ensure the authenticity and effectiveness of information dissemination. In addition, privacy breaches and data security issues in social media are major challenges for users and platforms. As social media penetrates deeper into daily life, users need to increase their awareness of personal data protection, regularly update privacy settings, and limit access permissions to third-party applications. Social media platforms must strengthen security measures, handle user data transparently, and comply strictly with relevant privacy regulations. With the massive growth of social media users, monetization methods have become more diverse. Many social media platforms monetize through advertisements, brand sponsorship, membership subscriptions, and commodity merchandising. Compared with the traditional retail industry, the commercialization of social media overcomes the limitations of time and space, which enables the audience to see and order commodities from all over the world, becoming a new business mode (Kaplan & Haenlein, 2010). The rapid development of social media has not only changed people's lifestyles but also provided broader space for business operation and promotion.

3.2 Role of Social Media in Cultural Dissemination

Given the rapid development of globalization, social media has become one of the main channels for cultural exchange and dissemination. This not only promotes the rapid dissemination of culture but also provides more possibilities for interactions between different cultures, as shown in Figure 5. Through social media, people can easily cross geographical and linguistic boundaries to share and explore diverse cultural elements such as food, music, literature and artistic works, thus promoting the integration and innovation of global cultures. These platforms provide a place for people with different cultural backgrounds to communicate, enhance understanding and respect for foreign cultures, and help breakdown cultural barriers to build more harmonious international relations (Gruzd et al., 2018). Social media makes the dissemination of cultural content no longer limited by the constraints of traditional media, and any individual can become the creator and disseminator of content. This decentralized dissemination method greatly enriches the form and content of cultural expression, making cultural dissemination more democratic and diversified. Moreover, the interactive nature of social media also makes cultural communication more direct and immediate, strengthening people's sense of identity and belonging to their own cultural identity. In addition, social media also plays a role that cannot be ignored in the dissemination and formation of ideology. By sharing and discussing various topics related to society, politics and culture, social media shapes the values and behavior patterns of the public and influences the direction of social culture. This is reflected not only in daily cultural consumption but also in reactions to and participation in major social events. In short, social media, as one of the most influential cultural dissemination tools in the contemporary era, plays an important role in global cultural dynamics. This not only changed the way people access and disseminate information but also profoundly affected people's cultural identities and social interactions. In the future, social media will continue to play a key role in promoting cultural diversity and global cultural exchange.

Figure 5: Digital Promotion of Linear Chinese Mythology



Social media is not only a platform for the dissemination of information and culture but also a stage for intense exchange of ideas and the expression of opinions. It has greatly promoted the growth and innovation of the cultural industry. Through social media, cultural workers can directly interact with the audience and gain insight into their preferences and needs, and this instant feedback mechanism helps enhance the quality and attractiveness of cultural work. In addition, social media provides innovative marketing means that enable cultural products to reach a wider audience, accelerate the process of cultural consumption, and expand the range of cultural influence. The interactive nature of social media allows cultural workers to obtain feedback from the audience in real time. This two-way communication not only enhances the audience's sense of participation but also allows creators to adjust and improve their work in time according to the audience's opinions and ultimately improves the quality and market competitiveness of their work. Moreover, user-generated content on social media provides a rich source of inspiration for cultural creation and promotes the diversification and innovation of cultural content (Gruzd, Wellman, & Takhteyev, 2011). In addition, the platform characteristics of social media provide more possibilities for the promotion and marketing of cultural products. Cultural workers can use social media algorithms and data analysis tools to pinpoint the target audience accurately and increase the exposure to and influence of cultural products through customized marketing strategies. For example, through the release of trailers, live interaction and online discussion, cultural products can gain much attention in a short time and quickly become popular. In general, social media not only changes the way cultural products are disseminated but also profoundly affects the development model of the cultural industry. By enhancing the interaction between creators and the audience, improving the quality and market adaptability of cultural products, and using innovative marketing tools to expand cultural impact, social media has injected new vitality and momentum into the cultural industry. In the future, social media will continue to play a key role in promoting growth and innovation in the cultural industry.

3.3 Existing Problems in the Dissemination of Chinese Mythologies via Social Media

As an important channel of modern information dissemination, social media has played a significant role in the dissemination of Chinese mythologies. However, in this process, a series of problems were also exposed, as shown in Table 3. First, information on social media spreads quickly and has wide coverage, but the authenticity and accuracy of its content are difficult to guarantee. Owing to the lack of a strict auditing mechanism, many unverified mythologies and fragments are widely disseminated, resulting in information distortion. For example, to gain attention, some users deliberately exaggerate or falsify the details of mythologies, resulting in misunderstanding of Chinese mythologies (Vosoughi et al., 2018). This phenomenon not only destroys the original appearance of mythologies but also may mislead the audience and have a negative impact on cultural inheritance. In addition, content creators on social media platforms often overcommercialize Chinese mythologies to drive traffic. This trend may not only weaken the cultural value of mythologies but also lead to the vulgarization of content. A large number of content creation and republication behaviors on social media frequently involve intellectual property rights and copyright issues. Owing to the platform’s weak supervision of content, the equity of the original authors and creators is not effectively protected, resulting in unauthorized dissemination and the use of excellent mythologies. It not only discouraged the enthusiasm of the original authors but also affected the creation and innovation of mythologies. The existence of copyright issues seriously restricts the healthy dissemination and development of Chinese mythology. In cross-cultural communication, information on social media often leads to misunderstanding or conflict due to cultural differences. When Chinese mythology is disseminated, if we do not pay attention to cultural differences, misunderstanding can easily occur. Therefore, when presenting and disseminating Chinese mythologies, cultural differences must be fully considered, and simplified and one-sided treatment should be avoided to reduce cultural conflicts.

Table 3: Social Media Problems in the Dissemination of Chinese Mythologies

Problems	Contents
Information Distortion	Information dissemination on social platforms is lack of strict auditing, and a large number of unverified content and even false content related to mythologies is disseminated in large numbers, which will lead to misunderstanding in the audience’s cognition of Chinese mythologies.
Excessive Commercialization	Content creators on social media often make commercialized and entertainment processing of Chinese mythologies in pursuit of attention and revenue. This trend will not only weaken the cultural value of mythologies, but may also lead to the vulgarization of the content of the stories.
Copyright and Intellectual Property Issues	Content creation and republication on social media frequently involve intellectual property and copyright issues, and the protection of the equity of the original authors is insufficient, which leads to the unauthorized dissemination of mythologies, thus discouraging the enthusiasm of original works, and affecting creation and innovation.

Cultural Conflicts	In cross-cultural communication, due to cultural differences, information on social media may cause misunderstandings or conflicts, so when presenting and disseminating cultural heritage, redoubled caution became necessary.
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4. Case Analysis of the Promotion of Chinese Mythology via Social Media

4.1 Social Media Promotion Activities of the Cowherd and the Weaving Maid

Cowherd and Weaving Maid, as classic Chinese folk love mythologies, have achieved remarkable promotion effects through the dissemination of social media in recent years. The promotion team has adopted diverse strategies on major social media platforms such as Bilibili, WeChat, and TikTok, effectively increasing the popularity, participation, and influence of this mythology, as shown in Figure 6. First, the promotion team takes full advantage of the characteristics of social media platforms to establish direct interaction channels with users. By releasing high-quality pictures, videos and copywriting, they show the rich connotation and touching plot of the mythology “the Cowherd and the Weaving Maid”. This multimedia content not only attracts the attention and sharing of a large number of fans but also enhances users’ understanding of and interest in mythology (Garcia-Rapp, 2017). Second, the promotion team pays attention to the quality and specialization of the content. They not only publish the story information but also combine the historical background and cultural connotations for in-depth interpretation so that users can gain more historical knowledge and cultural insight while enjoying the story. This kind of specialized content processing improves the users’ cultural literacy and cognition level of mythologies. In addition, the team significantly increased users’ engagement through a variety of means, including online activities and interactive games. For example, online activities such as live story narration and cultural lectures are regularly held to attract many users to actively participate and interact, thus enhancing the users’ experience and sense of participation in the mythology of the cowherd and the Weaving Maid. The promotion team also focuses on keeping pace with the times and adjusting the promotion strategies in time to catch the current hot topics and to increase the freshness and attractiveness of the content. During important festivals and anniversaries, such as Valentine’s Day, relevant themed activities are launched to build closer ties with users and enhance the effectiveness and impact of promotion activities. Finally, the team made full use of the power of cooperation, cooperating with other famous cultural institutions and artists to jointly hold online exhibitions and cultural activities, while launching many related cultural products with the theme of the cowherd and the Weaving Maid. This cooperation not only expands the audience but also enhances brand influence and social reputation, thus further promoting the dissemination and promotion of the story “the Cowherd and the Weaving Maid”.

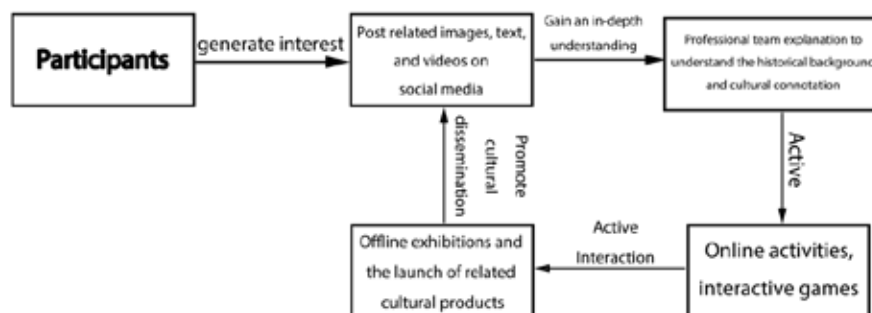


Figure 6: Story Promotion System for Cowherd and Weaving Maid



Figure 7: Picture of the Cowherd and the Weaving Maid

4.2 Social Media Promotion Plan for the Gods in Fu Jian Province

As an important folk activity in South China, the parade of the gods in Fu Jian Province contains rich mythologies and local culture. Through the promotion of social media, people can deepen their understanding and attention to Fujian's parade of the Gods and its mythologies behind it from multiple angles. Figure 8 shows a photo of the activity of Fujian's parade of the Gods. First, from two aspects of history and culture, through the release of content about Fujian's parade of the Gods on social media platforms, such as its historical origin, unique ritual style, and current status of the parade of the Gods, the audience is guided to understand the rich mythologies and cultural values behind the activity. Moreover, the combination of current popular social topics and promotions, such as the inheritance and development of traditional Chinese culture and the protection and promotion of folk beliefs, can attract the public's attention and in-depth discussion of Fujian's mythology, the parade of the Gods. Second, it should be promoted from the perspective of tourism and sightseeing. Taking the famous activities of the Gods around Fujian Province as a starting point, through exquisite pictures, vivid videos and other multimedia forms, the magnificent scenes of Fujian's activities, the parades of the Gods and the unique charm of mythologies will be displayed to attract more tourists to visit and experience. Moreover, combining local tourism resources and folk culture provides a richer travel experience for Fujian's parade of the gods and promotes the sustainable development of folk tourism in Fu Jian Province.



Figure 8: Photo of Fujian's Parade of the Gods

In addition, it can also be promoted from the perspective of cultural protection. In conjunction with the International Cultural Heritage Day, Chinese traditional festivals and other important time nodes, by releasing information on the cultural protection and inheritance of Fujian's parade of the Gods through

social media platforms, can appeal to the public to pay attention to and participate in the protection and promotion of Fujian's parade of the Gods and its mythologies and actively participate in the protection and improvement of the cultural environment in Fujian's parade of the Gods. Fujian's parade of the Gods is promoted through interactive experience, and new technologies such as AR and VR can be used to create a virtual experience of the parade of the Gods, which can allow users to participate in interactive games, virtual game activities, etc., through social media. It not only increases users' engagement and viscosity but also provides more possibilities for the dissemination and promotion of Fujian's parade of the Gods and its mythologies. Finally, it can be promoted from a cultural and creative perspective. As a cultural symbol, Fujian's parade of the Gods can cooperate with contemporary art, design and other fields to launch its themed derivative products and cultural and creative products and attract more young people's attention and love through social media platforms for display and promotion. Through various contents and forms, combined with the profound mythologies of Fujian's parade of the Gods and current hot topics, Fujian's parade of the Gods can be comprehensively promoted on social media from multiple perspectives so that more people can understand, pay attention to and love this folk activity and its mythologies, and jointly participate in protecting and inheriting this important folk culture (Dicks, 1999).

5. Conclusion

(1) Social media plays a crucial role in promoting the development of Chinese mythology. As a platform for information dissemination and interactive communication, social media has brought unprecedented opportunity to showcase Chinese mythologies. Its immediacy, interactivity, personalized experience and convenience make it easy for people to access information, participate in discussions and share experiences, thereby stimulating interest and love for mythologies.

The immediacy of social media has allowed information to disseminate quickly, increasing the attention and global influence of Chinese mythologies. The interactivity of social media provides a platform for users to freely express their views and insights. Through comments, discussion groups and livestreams, users can delve into the details and cultural connotations of stories. This interaction not only increases users' understanding and identification of Chinese mythology but also promotes communication between users with different cultural backgrounds. The personalized experience of social media enables users to access customized content according to their interests, but its convenience makes it easier to acquire and share information, expanding the dissemination range and allowing more people to contact these valuable cultural resources.

(2) Although social media plays an irreplaceable role in promoting the development of Chinese mythologies, it still faces many challenges. First, content filtering and management must be strengthened to prevent false information and misleading content from negatively impacting the image and credibility of Chinese mythologies. Therefore, platforms need to strengthen content auditing mechanisms to ensure that information is verified and filtered to protect the equity and trust of the audience.

Content promotion on social media should be professional. Although ordinary users can publish and disseminate information, the involvement of professional institutions and scholars is particularly important. Through authoritative interpretation and scientific research, they can provide accurate and in-depth content to enhance the public's understanding and identification of Chinese mythology. Platforms need to find a balance between commercial interests and cultural protection. Although traffic and commercial interests are important driving forces for platform operation, excessive commercial promotion may lead to trivialization and vulgarization of cultural connotations. Intellectual property and copyright issues are also important challenges for social media. Ensuring that creators' rights are respected and protected can help inspire more people to create high-quality content and maintain the cultural value and original charm of Chinese mythology. The protection of cultural diversity is also an issue that cannot be ignored. Social media should encourage users from different regions and nationalities to share their unique mythologies, enrich the overall connotation of Chinese mythologies, and showcase their diversity and inclusiveness. Finally, it is essential

to strengthen education and training for creators and distributors. By holding lectures, training courses and seminars, we can enhance the cognitive level and creative ability of Chinese mythology, encourage the creation of more high-quality and in-depth works, and promote the sustainable development of Chinese mythology.

Author Biography

Qinzheng Fang, a PhD candidate in department of culture contents at HanYang University, has published several papers in well-known Chinese journals, with research fields including Chinese film, social media and cultural contents, a Chinese outstanding academic talent.

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