
Research on Digital Creative Design and International Communication Path of Yingge Dance Culture

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Abstract: Yingge dance is a national non-tangible cultural heritage and an exceptional jewel of Lingnan folk culture, which is associated with faithful and courageous national sentiments and particularities of the region. Nonetheless, due to the development of globalization and the introduction of the digital age, this traditional form of art has been plagued by gaps in its inheritance, monotony in its form, and absence of international acclaim in its preservation and dissemination. In the present-day of communication, traditional offline shows and manual inheritance are not sufficient to satisfy the needs of society. The emergence of digital technology has provided new possibilities in re-creating intangible cultural heritage. This paper examines the concept of digital design and develops ways of performance that can be used to spread intangible cultural heritage around the world based on the cultural essence of Yingge dance, allowing it to cross geographical boundaries, live on and communicate across borders and increase the dynamism of Chinese traditional culture.

Keywords: Yingge dance culture; digital creativity; international communication

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1. Introduction

Under the strategic background of building a cultural power and promoting the “going out” of Chinese culture, the digital transformation and external communication of intangible cultural heritage culture is a major problem to be solved urgently. Yingge dance, a rigid dance with both hardness and softness, plays a unique role in reflecting the spiritual style of the Chinese nation. However, due to different cultural backgrounds, single media and other reasons, it is difficult to effectively carry out overseas publicity. This paper selects Yingge dance as the research object, excavates its cultural heritage and artistic characteristics, and combines various forms of design techniques such as digital modeling, interactive cultural creation, and cross-media narration to develop a communication mode that meets the aesthetic habits and appreciation needs of overseas audiences, so as to transform Yingge dance from a regional folk culture into a regional folk culture. Cultural IP with international influence, so that people from all countries can understand the spiritual outlook and artistic charm of China’s intangible cultural heritage.

2. The connotation and implication of English song and dance culture

2.1. The core of national spirit of loyalty, righteousness and martial arts

Yingge and dance originated from the prototype of the folk outlaws of the marsh. It is an image portrayal of the public's loyalty and chivalrous character, and reflects the Chinese nation's concept of family and country and integrity belief rooted in the soul. Yingge and dance actors incarnate Liangshan heroes, using crisp steps and heroic drums to reproduce the images of heroes' alliance, eliminating violence and pacifying the good, and embody the loyal and fearless temperament in their limbs. It is not only a simple martial arts exhibition, but also the people's judgment standard for right and wrong. It has been handed down for thousands of years, far exceeding the significance of folk dance. It is a spiritual bridge to maintain national unity and temper the will and quality. At present, it still conveys the beautiful values of upholding justice and working hard, and it is infiltrating the hearts of people who live in a land^[1].

2.2. The traditional artistic characteristics of combining hardness and softness

Yingge dance is a national folk art work integrating martial arts, dance, opera, music, etc. It fully embodies the aesthetic style characteristics of hardness with softness in Chinese traditional culture. In terms of movement, it is a combination of martial arts' strong determination and dance rhythm, with ups and downs, formation conversion, ups and downs, and powerful and artistic beauty; In terms of performance form, facial makeup adopts dramatic techniques, and the color contrast is very strong, vividly depicting the characteristics of different characters. The soundtrack is mainly composed of gongs and drums, and the syllables are light or heavy, which echo with the dancers' dancing posture to form a strong visual impact and appeal. Such a comprehensive art is derived from the creativity of folk artists. It has both a wild original flavor and a strict stylized structure, reflecting the charm and aesthetic value of national folk art.

2.3. Ethnic cultural context of regional identity

Yingge dance is a unique cultural symbol of Chaoshan. It is the connection point of Chaoshan regional group consciousness and the inheritance carrier of Chaoshan regional cultural blood. It condenses the personality characteristics and cultural background of Chaoshan people. As a symbol of Chaoshan folk culture, Yingge dance is the witness of Chaoshan ethnic history, the recorder of the migration history of Chaoshan ethnic groups, and the carrier of Chaoshan regional collective memory. In the process of continuous learning and performing Yingge dance from generation to generation, Chaoshan children have strengthened their spiritual attachment and sense of belonging to Chaoshan regional culture, and strengthened the cohesion of Chaoshan ethnic groups. Even the Chaoshan overseas Chinese living overseas can still see Yingge dance on them. It is the link between overseas Chaoshan compatriots and their hometown, the cultural link connecting overseas Chaoshan people at home and abroad, and the continuation of regional context beyond time and space.

3. The significance of digital creative design and international communication of Yingge dance culture

3.1. Solve the dilemma of Intangible Cultural Heritage Inheritance and realize the living and sustainable protection

As the first batch of intangible cultural heritage, Yingge dance is a traditional folk dance popular in the Chaoshan area of Guangdong Province and Zhangzhou of Fujian Province. However, apart from these areas, it is rarely known. In recent years, with the impact of multiculturalism, more and more intangible cultural heritages are facing the risk of loss. There are certain difficulties in the loss of skills, aging audiences, scattered information and other issues. Digital innovative design can fully copy and preserve the main skills of Yingge dance, such as dance posture, formation, facial makeup, accompaniment, etc., by means of three-dimensional scanning, motion capture, and digital preservation, and establish a long-term digital database to break through the limitations of time and space to solve the problem of lost skills. In addition,

digital media can reduce the learning cost and give young people the opportunity to understand and learn this ancient traditional culture, so that the unpopular folk customs can be changed from “passive redemption” to “active promotion” and save the endangered. Traditional intangible cultural heritage provides scientific and technological guarantee for the living inheritance of Yingge and dance, so that the cultural code contained in it can be preserved for a long time^[2].

3.2. Break down cultural communication barriers and enhance the international influence of Chinese culture

The loyalty and justice, national customs and oriental charm carried by Yingge and dance are good media for Chinese culture to go to the world. However, traditional face-to-face communication is difficult to expose foreign friends to these Chinese cultures due to geographical, linguistic and cultural constraints. Digital communication in the new media era has changed the form of cultural communication by means of short video, VR/AR experience, cross-border platforms and other media, weakened the cultural barriers of cultural communication, and met the aesthetic needs of overseas audiences with visual, perceptible and interactive digital products. With the help of international communication channels, Yingge and dance will be made into a unique label of Chinese culture, which will change the image of Chinese traditional culture in the stereotype of western style, show the charm of Chinese folk art to the world, promote Chinese culture to go out, and enhance the cultural self-confidence of the Chinese nation.

3.3. Promote the integration and innovation of culture and tourism, and enable the high-quality development of regional economy

Digital creative design has opened up a new channel for Yingge dance to help culture and tourism and activate the local economy, while overturning the single profit mode of traditional performance. A series of derivatives such as Yingge dance digital cultural creation, virtual performance, immersive cultural tourism experience and online research courses are launched by digital means, which not only increases cultural tourism consumption experience projects and shapes regional cultural image symbols, but also promotes tourists from all over the world to explore the root causes, thus driving the coordinated development of cultural tourism, cultural creation, e-commerce and other related industries in the Chaoshan region; Digital international communication can expand the influence of Yingge dance and the Chaoshan area, cause foreign investors and cross-cultural communication and exchange activities, transform intangible cultural heritage from spiritual wealth to economic wealth, and achieve the goal of cultural protection and development with the best of both worlds.

4. Suggestions on digital creative design and international communication of Yingge dance culture

4.1. Deep cultivation of digital technology to enable full dimensional digital archiving

The prerequisite for developing Yingge dance digital creative design is to establish a systematic, standardized and intensive digital database to achieve the purpose of genetic protection and in-depth development of traditional culture. The intangible cultural heritage inheritors, technicians and university research forces are gathered to collect and save the facial makeup, clothing patterns, movement moves, formation changes, gongs and drums accompaniment and folk life scenes of Yingge and dance by using various technical means such as three-dimensional motion capture, high-definition video capture, audio spectrum analysis and VR holographic reconstruction, so as to form a multi-dimensional electronic database including text, pictures, audio, video and three-dimensional models, and overcome the problems of fragmentation and easy damage of traditional recording methods. On this basis, we will build a digital interactive experience link, design and produce Yingge dance online exhibition hall and digital museum for viewers to experience the fun of viewing online. In order to meet the needs of the international market, the simultaneous recording of digital explanations in multiple languages and the decomposition of action animation during shooting broke the language barrier, making it easier for overseas audiences to

understand and understand the cultural significance of Yingge and dance, and then understand the spiritual style of Yingge and dance; In addition, we should build a digital resource sharing system, record the performance forms of Yingge and dance in various schools and regions, and maintain the uniqueness of Yingge and dance, an intangible cultural heritage, to lay a solid foundation for subsequent design creativity. So as to achieve both scientific and technological protection and cultural dissemination.

4.2. Innovate cross-media creative content to meet overseas aesthetic needs

Innovate the original fixed stage mode of Yingge and dance, and carry out cross-media digital creative content design on the premise of conforming to international communication characteristics and young people's aesthetic taste, so as to unify the essence of traditional culture with modern Chinese language. On this basis, excavate the elements of Water Margin story, loyalty, folk customs and so on contained in Yingge and dance, extract visual elements and internal spirit, and launch diversified digital cultural creative products: edit and produce Yingge and dance's overseas social media videos, select powerful movements, unique masks and other essential pictures, match with background music with strong rhythm and simple text description, and adapt to the communication characteristics of TikTok, YouTube, Instagram and other social networks; Create interactive e-books, dynamic wallpapers, maps and other lightweight works to reduce cultural transmission resistance^[3]. The VR/AR immersive interactive project is developed to enable foreign audiences to play actors to participate in array training and experience the unique charm of the performance. The content production adheres to the principle of "sticking to the original and bringing forth the new". While inheriting the traditional skills and traditional culture of Yingge and dance, it removes the difficult and complex folk custom terms. The cultural connotation is interpreted by means of audio-visual images, narrative narration and interesting deduction. On the basis of ensuring the accurate dissemination of culture, it increases interest and appreciation. The version design is culturally differentiated according to different countries and regions to reduce cultural misunderstandings, so that the digital content of Yingge and dance can show Chinese characteristics and meet the cultural preferences of foreign audiences, and enhance the appeal and acceptance of cultural transmission.

4.3. Layout the global communication matrix and expand overseas communication channels

Build an all-round and three-dimensional global cultural communication system, connect online and offline communication channels, and achieve effective coverage of Yingge dance digital products overseas. On the online side, it has cultivated overseas mainstream social media, established a special operation group, continuously released multilingual digital information, carried out interactive activities such as topic relay race, cloud performance show and knowledge contest, invited overseas online celebrities and bloggers to forward, and widened the communication range through KOL drainage; Settle in the digital museum and intangible cultural heritage online exhibition platform, upload Yingge dance digital archives and creative designs, and improve cultural literacy and influence; Make use of overseas video sharing platforms and live broadcast websites to release Yingge and dance documentaries and digital display videos to reach more overseas mass groups^[4]. Online, with the help of overseas Chinese groups, cultural exchange organizations, overseas embassies and consulates to carry out online exhibition activities such as Yingge dance digital exhibition, VR viewing, cultural and creative works exhibition, to create an online interactive atmosphere; Participate in international tourism trade fairs, intangible cultural heritage festivals and other activities, publicize the digital achievements of Yingge and dance, and strengthen cultural communication. In addition, a communication effect monitoring system is established to pay attention to the opinions of overseas audiences, dynamically adjust the communication scheme and content direction, specifically meet the differentiated cultural consumption needs of audiences in Europe, America, Southeast Asia and other places, promote the upgrading from "large-scale communication" to "high-quality communication", and expand the international exposure and popularity of Yingge and dance.

4.4. Create characteristic cultural IP to promote cross-border industrial development

Explore the IP value of Yingge and dance with the help of digital creative design, build the traditional cultural IP with international identification, and achieve a win-win situation in the inheritance and development of traditional culture. Develop the IP industry chain around Yingge and dance characters, visual images and cultural souls: design a series of digital cultural and creative products, including digital collections, virtual images, dynamic stickers, game skins, etc., and sell them through international NFT trading platforms and cultural and creative e-commerce platforms to harvest overseas collectors; Develop interactive games and animation short films with Yingge and dance themes, and embed the elements of the Water Margin story and Yingge and dance performances into the story plot to create a virtual immersive cultural atmosphere and enrich IP application scenarios; Jointly launch co-branded physical cultural and creative products with international clothing, cosmetics, toys and other brands, and sell them online and offline with digital source code tracing. Strengthen the IP brand operation, integrate Yingge dance's digital IP image and cultural connotation, and emphasize the differences and regional attributes of intangible cultural heritage while avoiding homogenization development. Open up cross-border e-commerce shopping channels, link the demand for cultural and creative products in overseas markets, simplify the purchase process, and improve the circulation speed of cultural and creative products in overseas markets. Relying on the industrial development of IP, Yingge dance has been transformed from a simple folk entertainment activity into an international IP that integrates cultural connotation and commercial value, nurturing the protection and development of intangible cultural heritage and digital transformation, and realizing a virtuous cycle of "cultural communication - industrial realization - nurturing inheritance".

4.5. Strengthen cross-border collaborative cooperation and gather the joint efforts of multiple parties in communication

Yingge dance digital creative design and external output is a complex system project, which needs to gather all forces to form a linkage mode of joint efforts of government departments, companies, universities, folk artists and foreign organizations. The government formulates special support policies, increases financial subsidies and technical support for intangible cultural heritage digitization projects, establishes a bridge for cultural exchanges, streamlines relevant approval procedures, and helps the spread of Yingge and dance culture; Universities and research institutes carry out research and development of digital technology and international communication theory, cultivate a group of professional talents who are familiar with traditional English songs and dances, master digital means and are good at cultural communication, and provide intellectual support for project implementation; Yingge and dance inheritors are deeply involved in the production of digital works throughout the project, strictly control the authenticity of cultural connotation, and prevent design innovation from breaking away from the origin of Yingge and dance^[5]. The scientific and technological forces and market forces of digital technology enterprises and cultural and creative enterprises play the role of digital product creation, IP creation and market promotion, and improve the commerciality and feasibility of the project; Overseas Chinese organizations and literary and art groups, as messengers of overseas cultural exchanges, discover the cultural needs of overseas consumer groups, help promote overseas publicity and shorten the cultural distance between them; At the same time, actively communicate with international intangible cultural heritage institutions and cultural groups, jointly hold international online intangible cultural heritage exhibitions, forums and other activities, learn from the successful cases of International Intangible Cultural Heritage digital communication. Let the English song culture enter the world cultural exchanges, expand the voice of China's intangible cultural heritage, and enhance its international influence and cultural appeal.

5. Summary

To sum up, Yingge dance is a representative symbol of the intangible cultural heritage of the Chinese nation and Chaoshan culture. The creative development and external communication of Yingge dance digitalization is not only an effective

strategy to save endangered intangible cultural heritage and awaken the vitality of traditional culture, but also an action to push excellent traditional Chinese culture to the world. In this process, we need to maintain cultural confidence, use digital means, innovate communication forms, and pool all forces, so as to make traditional folk jump out of regional restrictions and across the time gap, realize the rebirth of adversity, and then enter the world stage with vigorous vitality. It can not only inherit the excellent traditional Chinese culture, but also show the unique charm of Chinese traditional folk art, so that the intangible cultural heritage can continue to live, and let the world understand the spiritual connotation and time significance of China's intangible cultural heritage.

Disclosure statement

The author declares no conflict of interest.

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