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A Study on the Cross-Cultural Communication Paths of Wu Dialect Cultural and Tourism IP from the Perspective of the Belt and Road Initiative

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Abstract

As the core carrier of Wu-Yue culture, the Wu dialect is confronted with a severe intergenerational discontinuity and cultural identity crisis in overseas Chinese communities. The in-depth advancement of the Belt and Road Initiative has ushered in a new historical opportunity for the cross-cultural communication of the Wu dialect. Based on Lasswell's 7W communication model, this study focuses on the cross-cultural communication of Wu dialect cultural and tourism IP, systematically sorts out the dilemmas of dialect inheritance among overseas Chinese, and puts forward a trinity cross-cultural communication strategy of "content production – media selection – audience adaptation". The research argues that we should give full play to the enabling role of digital technology. Through paths such as bilingual content production integrating "Wu Chinese + foreign languages", the construction of a multi-platform overseas social media matrix, and differentiated hierarchical communication for audiences, we can promote the Wu Chinese dialect from a regional language to international communication, and provide dialect cultural support for people-to-people bonds under the Belt and Road Initiative.

Keywords

Wu dialect; cultural and tourism IP; cross-cultural communication; the Belt and Road Initiative; digital empowerment

1. Introduction

1.1. Research Background

In September 2013, General Secretary Xi Jinping put forward the Belt and Road Initiative, and people-to-people bonds were established as an important foundation of the "Five Connectivities" construction. As a bridge for cultural exchanges, language plays an irreplaceable role in promoting mutual learning between different civilizations and enhancing people's emotional identity. The report to the 19th National Congress of the Communist Party of China further emphasizes that we

should focus on the construction of the Belt and Road, attach equal importance to "bringing in" and "going global", and promote the formation of a new pattern of all-round opening-up. Under this strategic framework, Chinese dialects, as an important part of China's excellent traditional culture, have increasingly prominent value for overseas communication.

The Wu Chinese dialect is distributed in the core areas of the Yangtze River Delta such as Zhejiang, southern Jiangsu, Shanghai, and southern Anhui, with more than 80 million speakers, making it the second largest Chinese dialect in China. Historically, the Wu Chinese dialect region was an important starting point of the Maritime Silk Road. A large number of immigrants from the Wu Chinese dialect region went overseas to do business and make a living, forming overseas Chinese communities all over Southeast Asia, Europe, the United States and other regions. However, with the aging of the first and second generations of overseas Chinese, the inheritance of Wu Chinese dialect overseas is facing severe challenges. Surveys show that the dialect proficiency of young ethnic Chinese of the third generation and beyond has seriously degraded, and their sense of identity with the culture of their ancestral home is increasingly weak. At the same time, compared with dialects with mature overseas communication such as Cantonese and Minnan dialect, the international communication of Wu Chinese dialect is still in its infancy, with scarce cultural products and narrow communication channels (as shown in Figure 1).

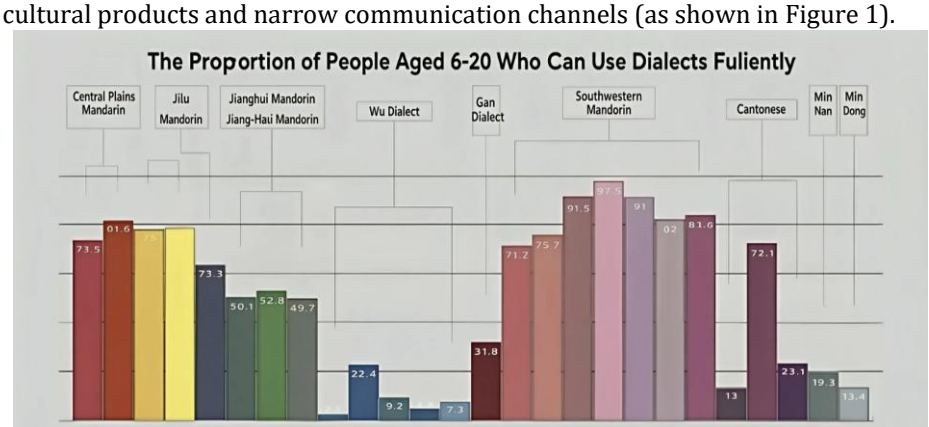


Figure 1. Proportion of people aged 6-20 who can proficiently use dialects

Min dialect, Gan dialect, Wu Chinese dialect, Cantonese, Southwestern Mandarin

The advent of the digital era has provided technical possibilities for the cross-cultural communication of the Wu Chinese dialect. In January 2025, the Ministry of Education, the State Language Commission and the Cyberspace Administration of China jointly issued the Opinions on Promoting the Construction of Digital Chinese, which clearly proposes to promote the in-depth integration of language and writing with information technology, pointing out the direction for the digital international communication of the Wu Chinese dialect. Against this background, exploring the cross-cultural communication paths of Wu Chinese dialect cultural and tourism IP is not only conducive to protecting overseas Chinese

dialect resources, but also injecting new vitality into cultural exchanges under the Belt and Road Initiative.

1.2. Review of Research Status

Overseas scholars' research on Wu Chinese dialect can be traced back to the mid-19th century. In the early stage, missionary scholars such as Edkins, von Möllendorff and Pott conducted preliminary investigations on the phonetics and vocabulary of Wu Chinese dialect. The British missionary William Edward Soothill even created the "Ou Yin Pinyin Writing System" and completed the full Wenzhou dialect translation of the New Testament, pioneering the overseas communication of Wu Chinese dialect. After World War II, linguists represented by Ballard applied modern linguistic theories to study the phonological history and tone sandhi of Wu Chinese dialect. His works A History of Wu Phonology (1969) and Wu Tone Sandhi (1979) have become classic documents in Western Wu Chinese dialect research. However, most of these studies focus on the linguistic ontology, with little exploration of the overseas communication practice and cultural value of Wu Chinese dialect.

Domestic academic circles have paid increasing attention to the overseas communication of Wu Chinese dialect in recent years. Relevant research mainly focuses on three aspects: first, investigations on language maintenance and shift in overseas Chinese dialect communities, revealing the endangered status of Wu Chinese dialect in Southeast Asia, Europe, the United States and other regions; second, issues of dialect teaching in Chinese language education, discussing the role of dialects in the construction of cultural identity for Chinese descendants; third, strategic research on the international communication of Chinese under the background of the Belt and Road Initiative, and the potential of dialects as cultural resources has begun to be recognized. But on the whole, systematic research combining Wu Chinese dialect cultural and tourism IP with cross-cultural communication is still lacking, especially the design of operable communication paths.

1.3. Research Significance and Innovations

The theoretical significance of this study lies in introducing Lasswell's 7W communication model into the field of dialect cross-cultural communication, constructing a systematic analysis framework of "content – media – audience – effect", and expanding the theoretical horizon of dialect communication research. Its practical value is to provide specific and feasible implementation paths for the overseas promotion of Wu Chinese dialect, and assist the people-to-people bonds project of the Belt and Road Initiative; meanwhile, it provides a reference model for the international communication of other Chinese dialects.

The innovations of this study are reflected in three levels: first, innovative research

perspective, breaking through the limitation of existing research focusing on domestic inheritance, and examining the international promotion of Wu Chinese dialect IP from the perspective of cross-cultural communication; second, innovative research content, systematically analyzing the hierarchical needs of overseas Chinese communities and proposing differentiated audience communication strategies; third, innovative methodological paths, emphasizing the combination of digital technology empowerment and multilingual content production to make Wu Chinese dialect communication more internationally adaptable..

2. Practical Dilemmas and Theoretical Framework of Cross-Cultural Communication of Wu Chinese Dialect

2.1. Examination of the Dilemmas of Overseas Wu Chinese Dialect Inheritance

Overseas Wu Chinese dialect communities are mainly distributed in Southeast Asia (Singapore, Malaysia, Indonesia, Thailand, etc.), North America (the United States, Canada), Europe (France, the Netherlands, Italy, etc.) and Oceania (Australia). The formation of these communities is closely related to the history of overseas immigration from the Wu Chinese dialect region in modern times. Groups such as Ningbo merchants, Wenzhou merchants and Suzhou silk merchants have established huge commercial networks and cultural communities overseas. However, the current inheritance situation is not optimistic.

First, the acceleration of intergenerational language shift. The first-generation immigrants take Wu Chinese dialect as their mother tongue and can maintain a high frequency of dialect use in daily communication; the second-generation immigrants are mostly bilingual users, and their Wu Chinese dialect ability is limited to family scenarios; after the third generation, the vast majority of young ethnic Chinese turn to the local mainstream language or Mandarin, and Wu Chinese dialect has become a "grandparents' language", with almost no daily use. Survey data shows that less than 5% of the descendants of overseas Wu Chinese dialect communities can speak Wu Chinese dialect fluently, far lower than that of Cantonese and Minnan dialect communities.

Second, the weakening of cultural identity. Language is the core bond of cultural identity. The loss of Wu Chinese dialect ability has directly led to the alienation of the younger generation from the culture of their ancestral land. Although many young ethnic Chinese know that their ancestral home is "Shanghai", "Ningbo" or "Wenzhou", they know little about the specific connotations of Wu-Yue culture, and art forms such as Pingtan and Yue Opera are even more unfamiliar to them.

Third, the serious shortage of communication resources. Compared with Cantonese, which has a mature overseas film and television and music industry, and Minnan dialect, which has a wide influence in Southeast Asia, there are almost no overseas communication products for Wu Chinese dialect. The lack of modern media carriers

such as dialect films, TV dramas and variety shows makes it difficult for overseas Wu Chinese dialect communities to obtain vivid language input.

2.2. Theoretical Framework: Cross-Cultural Application of Lasswell's 7W Model

The 5W model (Who-Says What-In Which Channel-To Whom-With What Effect) proposed by Lasswell, the founder of communication studies, was supplemented and improved by subsequent scholars to develop into a communication model including seven elements: communicator (Who), communication content (What), communication channel (Which Channel), communication object (Whom), communication time (When), communication location (Where), and communication purpose (Why). This study takes this as the analytical framework to systematically construct the cross-cultural communication of Wu Chinese dialect cultural and tourism IP (as shown in Figure 2)

WHO	WHAT	WHEN	WHERE	WHY	HOW	WHOM
Who	Research Subject	When to launch	Where	Purpose	Methods & Approaches	Beneficiaries
People who love and wish to promote Wu dialect	Wu dialect (taking Shaoxing dialect as an example)	The first half of 2025 and beyond	Major domestic and international communication platforms such as WeChat, Twitter, etc.	Broaden the scope of Wu dialect communication to help it break the circle	Build Wu dialect IP through digital empowerment	Groups of people interested in Wu dialect at home and abroad

Figure 2. The 7W Model

The core logic of this framework is to realize the effective cross-cultural communication of Wu Chinese dialect through strategies such as content adaptation, channel optimization and audience segmentation, based on the cultural acceptance psychology of overseas audiences.

3. Practical Paths for Cross-Cultural Communication of Wu Chinese Dialect Cultural and Tourism IP

Based on the 7W communication model, the cross-cultural communication of Wu Chinese dialect cultural and tourism IP can construct practical paths from three dimensions: content production, media matrix and audience strategy.

3.1. Content Production: Constructing a Bilingual Communication System of "Wu Chinese + Foreign Languages"

The primary obstacle to cross-cultural communication is language barrier. Wu Chinese dialect itself constitutes a threshold of understanding for non-native speakers, and international communication will be impossible without foreign

language assistance. Therefore, it is necessary to establish a bilingual content production mechanism of "Wu Chinese + foreign languages".

First, develop Wu Chinese dialect short videos with bilingual subtitles. Short videos are the most penetrating media form for international communication at present. Content production can be carried out around three themes: first, commercial transactions, recording the bargaining scenes in Jiangnan water town markets on the spot, such as "Ge jia dian tai gui zai, pian yi yan hao fa?" (This price is too expensive, can you make it cheaper?), with Chinese and English bilingual subtitles, allowing overseas audiences to experience the commercial application of Wu Chinese dialect in life scenarios; second, daily communication, filming neighborhood chats after meals, such as "Ge jian shi ti nong xiao de fa?" (Do you know about this?), showing the vivid features of Wu Chinese dialect in daily communication; third, cultural experience, recording exchanges and interactions when visiting Wu-Yue cultural attractions, such as "Ge da zhen ge jiao hao bai xiang" (This place is really very fun), embedding Wu Chinese dialect learning into tourism experience.

Second, create bilingual content dubbed in Wu Chinese dialect. Selecting internationally renowned film and television works for re-creation with Wu Chinese dialect dubbing is an effective means to attract overseas audiences. Two types of materials can be selected: first, classic film and television clips, such as The Bund and Fortress Besieged with Jiangnan background, re-dubbed in Shaoxing dialect or Shanghai dialect, which not only retain the narrative tension of the original works, but also inject the unique charm of Wu Chinese dialect; second, Wu Chinese dialect versions of international popular IP, using the global traffic of the original IP to gain exposure for Wu Chinese dialect. All dubbed works are equipped with English subtitles, and options for multilingual subtitles such as Japanese and Korean can be added to expand the audience coverage.

Third, build a bilingual Wu Chinese dialect cultural commentary series. WeChat Official Accounts and overseas social media platforms can set up columns to introduce Wu-Yue culture in the trilingual mode of "Mandarin + Wu Chinese dialect + English". The cultural allusion series can tell historical stories such as Shaoxing master culture and Xishi legend, integrating key Wu Chinese dialect vocabulary into the narration; the folk custom series can introduce traditional activities such as Shaoxing community opera and Jiaxing Dragon Boat Festival customs, interspersed with interpretations of Wu Chinese dialect proverbs; the food culture series takes characteristic foods such as Shaoxing stinky tofu and Wuxi spareribs as the starting point, telling the stories behind the food in Wu Chinese dialect. This composite communication mode of "culture + language" can lower the cognitive threshold for overseas audiences and enhance the fun of learning Wu Chinese dialect.

3.2. Media Matrix: Constructing a "Domestic + Overseas" Dual-Cycle Communication Network

A single communication channel is difficult to achieve the scale effect of cross-cultural communication, and a multi-platform and multi-level media matrix must be constructed.

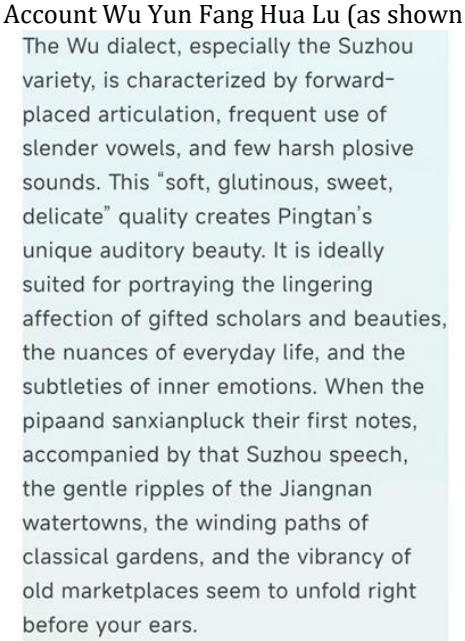
First, deeply cultivate international mainstream social media platforms. YouTube, TikTok, Instagram and Facebook are the social media platforms with the largest number of global users at present, and should be used as the main positions for overseas communication of Wu Chinese dialect. In content delivery, it is necessary to follow the communication rules of each platform: YouTube is suitable for releasing 10-15 minutes of in-depth cultural content, such as Wu Chinese dialect documentaries and selected excerpts of opera performances; TikTok should focus on 15-60 seconds of lightweight content, such as one sentence of Wu Chinese dialect per day and interesting dialect dubbing; Instagram is mainly based on pictures and texts, and can release Wu Chinese dialect learning cards and Jiangnan scenery with dialect short sentences; Facebook is suitable for establishing Wu Chinese dialect cultural communities to gather overseas Wu Chinese dialect lovers. All platform content needs to be equipped with English titles, introductions and subtitles to improve search visibility.

Second, activate overseas Chinese media channels. Overseas Chinese media are an important link connecting Chinese communities and natural allies for Wu Chinese dialect communication. We can seek cooperation with Chinese newspapers such as Sing Tao Daily and World Journal and their new media platforms, set up Wu Chinese dialect cultural columns, and regularly push Wu Chinese dialect learning content and Wu-Yue cultural information. At the same time, strengthen cooperation with overseas Chinese radio stations to produce bilingual radio programs of Wu Chinese dialect and Mandarin, covering middle-aged and elderly Chinese listeners.

Third, build offline communication nodes. Entity spaces such as overseas Chinatowns, Chinese cultural centers and Confucius Institutes are offline strongholds for cross-cultural communication of Wu Chinese dialect. Wu Chinese dialect cultural experience areas can be set up in these places to provide "Jiangnan Blessing" voice postcard services – tourists record blessing words in the learned Wu Chinese dialect to generate QR code postcards, which relatives and friends can scan to listen to, combining interactivity and commemorative significance. Combined with traditional Chinese festivals, Wu Chinese dialect cultural markets and dialect workshops can be held in overseas Chinese communities to let Wu Chinese dialect enter the life scenarios of overseas audiences in a "touchable" way.

Fourth, develop digital communication tools. Build a Wu Chinese dialect-Mandarin-English trilingual translation mini-program that supports voice input and text conversion, providing convenient Wu Chinese dialect learning and translation services for overseas users. Launch a Wu Chinese dialect audio database, collecting standard pronunciations of Wu Chinese dialect areas such as Shaoxing, Shanghai, Suzhou and Ningbo, covering daily vocabulary, short sentences, nursery

rhymes, opera arias and other content, becoming an authoritative reference resource for overseas Wu Chinese dialect learners. Develop a Wu Chinese dialect check-in mini-program with daily learning tasks and fun checkpoints, and users can exchange points for Wu Chinese dialect cultural and creative products to stimulate learning motivation with a gamification mechanism. At present, we have released a large number of high-quality articles through our independent WeChat Official Account Wu Yun Fang Hua Lu (as shown in Figures 3-6).





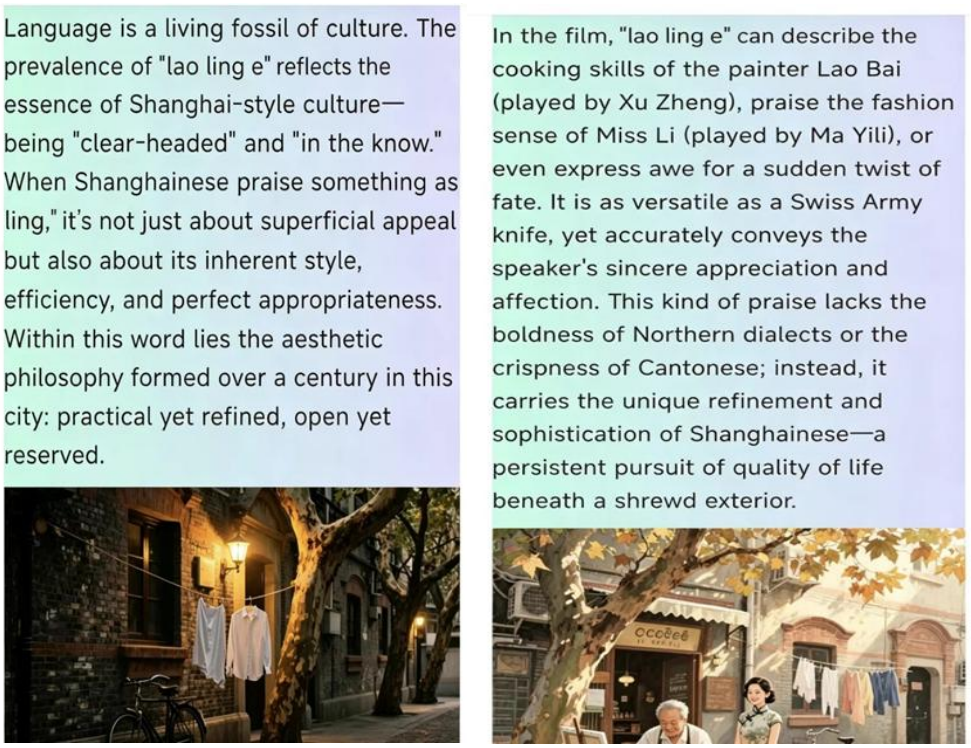


Figure 3, 4, 5 &6. Example Articles on WeCha Account

3.3. Audience Strategy: Implementing Differentiated Hierarchical Communication

Cross-cultural communication cannot be "one-size-fits-all", and differentiated communication strategies must be formulated according to the characteristics and needs of different audience groups.

First, for the first-generation overseas Chinese immigrants: take "nostalgia" as the emotional bond. This group has strong Wu Chinese dialect ability and deep feelings for the culture of their ancestral land. The communication strategy should focus on awakening collective memory, pushing Wu Chinese dialect content with a sense of age: street conversations in old Shanghai alleys, vendor shouts in old Shaoxing streets, classic excerpts of Suzhou Pingtan. WeChat Official Accounts can set up a "Wu Chinese Dialect Native Accent" column to collect dialect stories of overseas Chinese and build a cross-regional Wu Chinese dialect emotional community. In communication language, Wu Chinese dialect is the main language and Mandarin is the auxiliary language to strengthen a sense of intimacy and belonging.

Second, for the second and third generations of overseas Chinese descendants: take "fun" as the entry point. The young generation of ethnic Chinese has weak Wu Chinese dialect ability and a certain sense of distance from traditional culture, but

has a high acceptance of trendy culture. Communication content should be young and fashionable: Wu Chinese dialect celebrity emojis (such as Lu Xun and Wang Yangming in Shaoxing dialect version), Wu Chinese dialect blind boxes (with dialect learning cards), film and television clips dubbed in Wu Chinese dialect. In media selection, focus on platforms where young people gather such as TikTok and Instagram, and adopt the bilingual mode of "Wu Chinese dialect + English" in communication language to reduce the difficulty of understanding. Interactive games such as "Wu Chinese dialect Challenge" can also be developed, setting dialect learning tasks from primary to advanced to stimulate young people's competitiveness and participation desire.

Third, for international lovers of Chinese culture: take "culture" as the content carrier. This group is interested in Chinese culture but has almost zero basic knowledge of Wu Chinese dialect. The communication strategy should "promote language through culture", embedding Wu Chinese dialect learning into the overall presentation of Wu-Yue culture. We can produce a series of documentaries on Jiangnan water towns, introducing the history, geography and customs of Wu-Yue region with English narration, and presenting Wu Chinese dialect conversations as "original ecological" materials with English subtitles. Film the working scenes of inheritors of intangible cultural heritage, such as Yue Opera actors rehearsing and purple sand artists making pots, and the Wu Chinese dialect naturally used in their work becomes an organic part of cultural narration. This "immersive" communication allows overseas audiences to contact Wu Chinese dialect imperceptibly while understanding Chinese culture.

Fourth, for audiences along the Belt and Road Initiative: take "business and trade" as the bridge. The Wu Chinese dialect region is one of the most active private economic regions in China, and Yiwu, Wenzhou, Ningbo and other places have close economic and trade exchanges with countries along the Belt and Road Initiative. We can produce short videos of Wu Chinese dialect business scenarios, such as Wu Chinese dialect conversations in market procurement and business negotiations, equipped with subtitles in English and local languages to help overseas merchants understand the business culture of the Wu Chinese dialect region. At the same time, combined with cross-border e-commerce platforms, launch Wu Chinese dialect product introduction videos to integrate language communication with business practice and enhance the practical value of Wu Chinese dialect.

4. Expected Effects and Value Presentation of Cross-Cultural Communication

4.1. Emotional Connection: Narrowing the Psychological Distance Between Overseas Chinese and Their Ancestral Land

Dialect is the "mother's language", carrying the most original emotional memory. The primary value of cross-cultural communication of Wu Chinese dialect cultural

and tourism IP is to provide an emotional channel for overseas Chinese to return to their cultural matrix. When the first-generation immigrants hear the familiar Shaoxing dialect and Shanghai dialect in a foreign country, their nostalgia is comforted; when ethnic Chinese youth establish a connection with the cultural world of their ancestors by learning Wu Chinese dialect, using Wu Chinese dialect emojis and participating in Wu Chinese dialect challenges, their cultural identity will gradually strengthen. A simple phrase like "Ge lao guan" (this person) or "Na ge tao" (how) can evoke endless imagination of the Jiangnan ancestral land. This emotional connection is the micro-foundation of people-to-people bonds under the Belt and Road Initiative.

4.2. Cultural Export: Showing the Unique Charm of Wu-Yue Culture to the World

Wu Chinese dialect is not only a language, but also a living carrier of Wu-Yue culture. The melodious singing of Yue Opera, the soft recitation of Pingtan, the poetic naming of Jiangnan gardens, and the street names of water town ancient towns all permeate the phonetic beauty of Wu Chinese dialect. Through the cross-cultural communication of Wu Chinese dialect cultural and tourism IP, these unique cultural forms will go to the world stage. Overseas audiences learn about the production techniques of Jiangnan cuisine through Wu Chinese dialect short videos, feel the unique charm of Wu Chinese dialect film and television through Wu Chinese dialect dubbing clips, and "cloud tour" Lanting and Shen Garden through Wu Chinese dialect guided tours, completing an in-depth experience of Jiangnan culture unconsciously. This "silent" cultural communication is more infectious than grand narratives.

4.3. Resource Protection: Preserving Digital Archives for Overseas Chinese Dialects

The shrinkage of overseas Wu Chinese dialect communities is an irreversible trend, but this does not mean that Wu Chinese dialect can only wait for extinction. Digital technology provides a possibility for the rescue protection of language resources. By building a Wu Chinese dialect audio database, systematically collecting voice samples of overseas Wu Chinese dialect users, recording dialect stories, folk songs and proverbs of the first-generation immigrants, we can leave precious language and cultural heritage for future generations. These digital archives are not only basic materials for academic research, but also a cultural memory bank for overseas Chinese communities. Even if Wu Chinese dialect is no longer used in daily communication in the future, future generations can still trace the language world of their ancestors through digital archives.

4.4. Industrial Linkage: Exploring a Sustainable Development Model for International Communication of Dialect Culture

The sustainability of cross-cultural communication is inseparable from industrial support. The international promotion of Wu Chinese dialect cultural and tourism IP can be deeply linked with industries such as cross-border e-commerce, inbound tourism and cultural trade. For example, sell Wu Chinese dialect cultural and creative products (dialect blind boxes, celebrity emoji peripherals, dialect-themed canvas bags, etc.) on overseas e-commerce platforms to achieve a win-win situation of communication and revenue in the "culture + commerce" model; cooperate with inbound travel agencies to provide Wu Chinese dialect experience projects for foreign tourists coming to China, and integrate dialect learning into tourism product lines; promote overseas copyright transactions of Wu Chinese dialect film and television works, and explore an international business model for dialect content. Only when Wu Chinese dialect communication changes from a "public welfare project" to a "cultural product" can its vitality be truly lasting.

5. Challenges and Optimization Strategies

5.1. Main Challenges Faced

The cross-cultural communication of Wu Chinese dialect cultural and tourism IP is still in the exploratory stage and faces multiple challenges.

First, the difficult balance between language standardization and diversity. There are significant internal differences in Wu Chinese dialect, and Suzhou dialect, Shanghai dialect, Shaoxing dialect, Ningbo dialect and Wenzhou dialect have their own characteristics and are not completely mutually intelligible. In cross-cultural communication, which accent should be taken as the benchmark? Forcibly unifying will lose the diverse charm of Wu Chinese dialect; scattered communication may lead to confusion for overseas audiences.

Second, the restriction of cultural discount effect. The Jiangnan culture carried by Wu Chinese dialect has a certain threshold of understanding for overseas audiences. Concepts such as master culture, community opera tradition and water town customs require a lot of background knowledge, which is difficult to fully expand in lightweight communication forms such as short videos. If not handled properly, the communication effect will be greatly reduced.

Third, the shortage of compound communication talents. An ideal Wu Chinese dialect cross-cultural communicator needs to have three abilities at the same time: solid Wu Chinese dialect skills, good foreign language expression ability, and digital media operation skills. Such talents are extremely scarce at present, becoming a key bottleneck restricting the quality of communication.

Fourth, the lack of a communication effect evaluation system. Cross-cultural communication is a long-term project, and it is difficult to measure the effect with quantitative indicators in the short term. How to establish a scientific effect evaluation mechanism, not only avoiding being eager for quick success, but also ensuring the continuous optimization of communication activities, is a practical

problem.

5.2. Optimization Strategies

In response to the above challenges, the following optimization paths are proposed.

First, build a communication structure of "unified brand + local characteristics". Take "Wu Nong Soft Language" as the unified brand logo, and highlight the overall characteristics of Wu Chinese dialect (soft, melodious, preserving ancient sounds, etc.) in international communication; at the same time, respect the differences of Wu Chinese dialect in various regions, and mark the dialect area (such as "Shaoxing dialect version", "Suzhou dialect version") when producing specific content, so that overseas audiences can understand the internal diversity of Wu Chinese dialect. An interactive H5 of "Wu Chinese Dialect Map" can be produced, and clicking on different cities can hear the local Wu Chinese dialect pronunciation, turning differences into communication fun points.

Second, strengthen the accompanying interpretation of cultural background. To avoid cultural discount, every Wu Chinese dialect communication content should be equipped with corresponding cultural annotations. Short videos can adopt the "picture-in-picture" form to present cultural knowledge points in one corner of the screen; WeChat Official Account articles can attach a "Cultural Tips" column at the end to explain the regional cultural concepts involved; voice content can be matched with graphic explanation pages. Through the bundled communication of "dialect + cultural annotation", the understanding cost of overseas audiences is reduced.

Third, accelerate the training of compound talents. Universities can encourage students majoring in foreign languages and communication to minor in dialectology courses, or guide students from Wu Chinese dialect regions to participate in dialect communication practice projects. Cultural and tourism enterprises can cooperate with universities to set up "dialect international communication" practice bases, allowing students to exercise their abilities in real projects. At the same time, invite representatives of overseas Wu Chinese dialect communities and inheritors of intangible cultural heritage to serve as communication consultants to make up for the lack of dialect ability of professional teams.

Fourth, establish a multi-dimensional communication effect evaluation system. The communication effect can be evaluated from three dimensions: communication breadth (content reach, number of countries and regions covered, fan growth, etc.), interaction depth (likes, comments, reposts data, number of user-generated content, etc.), and identity intensity (analysis of emotional tendency of user messages, survey of Wu Chinese dialect learning willingness, offline activity participation, etc.). Regularly release communication effect reports and adjust content strategies and channel layout according to data feedback.

6. Conclusion

Wu Chinese dialect is the "sound fossil" of Wu-Yue culture and the auditory code of Jiangnan memory. Against the background of the in-depth advancement of the Belt and Road Initiative, Wu Chinese dialect should not be limited to regional inheritance, but should move to a broader international stage. From the perspective of cross-cultural communication and with Lasswell's 7W model as the analytical framework, this study discusses the content production, media matrix and audience strategy of the international communication of Wu Chinese dialect cultural and tourism IP. The study holds that the bilingual content system of "Wu Chinese + foreign languages", the multi-platform linked communication matrix, and the differentiated hierarchical audience strategy are the key paths to solve the dilemma of cross-cultural communication of Wu Chinese dialect.

Looking forward to the future, emerging technologies such as AI speech synthesis, virtual digital humans and metaverse will inject new possibilities into the international communication of Wu Chinese dialect. It can be imagined: a Wu Chinese dialect virtual guide is online 24 hours a day, telling the story of Lanting Gathering to global netizens in Shaoxing dialect; a digitally twin Jiangnan ancient town is reproduced in the metaverse, and overseas users can incarnate as virtual tourists to talk and shop with NPCs in Wu Chinese dialect. Technology will eventually eliminate the temporal and spatial boundaries of language, but the premise is that we must act now to preserve enough corpus for Wu Chinese dialect, train enough communicators, and accumulate enough cultural assets. Only in this way can the Wu Nong Soft Language cross mountains and seas and play its own movement in the global symphony of the digital era.

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