

Youth Impact Communication

The Inheritance And Dissemination Of Suzhou Embroidery

Yijie Ding, Suzhou Experimental High School AP Center

YUN FEI QUAN, Suzhou Experimental High School AP Center

Zhouhang GUO , Suzhou Experimental High School AP Center

Tianyi Guo, Suzhou Experimental High School AP Center

QI LU, Suzhou Experimental High School AP Center

Xun Gu, Suzhou Experimental High School AP Center

Yueyao Hu, Suzhou Experimental High School AP Center

QING WEI ZHANG, Suzhou Experimental High School AP Center

Summary

Based on the topic of the Inheritance and Dissemination of Suzhou Embroidery, the team mainly focuses on two parts: inheritance and dissemination of Suzhou Embroidery. The team first made an assumption that citizens in Suzhou, one of the cities in Jiangsu Province, China, do not have a clear understanding of Suzhou Embroidery. To testify this assumption, the team made a sample survey in Suzhou; it turns out that people in Suzhou are lacked the knowledge of Suzhou Embroidery and some of them even misunderstand Suzhou Embroidery. To create impact, the team starts its action by setting up a special column about Suzhou Embroidery on a WeChat Official Account called Baozaoalan. So far, the team has released 10 articles about Suzhou Embroidery on the account, including History of Suzhou Embroidery, Suzhou Embroidery Classification, etc. The team also made a documentary about Suzhou Embroidery to stir up the interests of the audience. Finally, to quantify efficiency and check if the current work the team is doing is effective, the team sent each audience who visit the WeChat Official Account a feedback sheet. The outcome shows positive feedback on the audience.

*Special note:

As the documentary mentions the copyright and plagiarism of Suzhou Embroidery, unfortunately, we are not able to find more detailed information about these. However, we did have a chance to talk with one of the staff in the Suzhou Embroidery Association, he mentioned that the work itself is extremely difficult to plagiarize unless the one who is copying is skillful enough, but this comes to a paradox: a person who is skillful enough also has the ability to make great embroideries! In short, the problem of plagiarizing is not that serious that stops Suzhou Embroidery from developing.

 [The inheritance and dissemination of Suzhou embroidery.](#)

Identify the Topic

| Topic Description

Suzhou embroidery has a long history of more than two thousand years. As its name shows, Suzhou embroidery was mainly produced in the area around Suzhou, a place has another name called 'heaven on earth'. It is a unique technique in Chinese embroidery. Suzhou embroidery represents the culture of Suzhou. It shows how territories around Suzhou area developed from old time till now. It is one of the most famous embroideries in China. Embroidery is a special handicraft art. It has different manifestation on making the graph by using needles instead of pens. As time goes by, Suzhou embroidery has developed and refined. It keeps the style created from old-time and combines a new fashionable element of modern society. It's a revolution and innovation. It is the representation of strong vitality. Suzhou embroidery had already developed into a mature and full of experience stage. From the mid-19th century, Suzhou embroidery started to advertise and popularize into international commerce. Among all embroidery, Suzhou embroidery is the most influential one. It has a high reputation in global because of its elaborate stitch and elegant colors. The value of Suzhou embroidery is the cultural background behind it. Pictures that were recorded on Suzhou embroidery are closely related to people's lives there, including how people decorate themselves at that time and what's special about living in local. Suzhou embroidery is a carrier of culture, which can be handed down from age to age. Because Suzhou is located in the Jiangnan area. Numerous festivals here made handicrafts make different kinds of Suzhou embroidery to face festivals. That makes different patterns on the embroidery which will express the expectation for lives.

There are many meanings of cultural expansion. Culture is the core and soul of a national spirit. As Chinese, we should be responsible to spread the culture. For Suzhou embroidery itself, making citizens get to know more about the inheritance and dissemination of it will make the economic benefit and expand the value of it. This particular handicraft will attract attention to Suzhou. This will lead to the growth of tourism.

For Suzhou citizens, the expansion of Suzhou embroidery can give them a sense of proud of the city. They would love this culture and love this city more sincerely than before. For new generation teenagers, Integrating Suzhou embroidery into daily lives will affect teenagers to get to know Chinese culture deeper. Currently, Suzhou has many workers who came from downtown which lack the education

basis. For work, they are only familiar with skills that help them make a living. Tianhu Street, for example, owners of private companies and studios there are graduated from primary school. They grow up with skills that handed down from the older generations of the family. Their a purpose for the study is to earn money. There' s no such a thing called 'design' for them. They make the embroidery technologically. This kind of situation is a big block for the development of Suzhou embroidery. To spread the inheritance and dissemination of Suzhou embroidery, we would help remiss this problem in some way.

| Why it is important

Suzhou embroidery has a long history of more than two thousand years. As it names shows, Suzhou embroidery was mainly produced in the area around Suzhou, a place has another name called 'heaven on earth' . It is a unique technique in Chinese embroidery. Suzhou embroidery represents the culture of Suzhou. It shows how territories around Suzhou area developed from old time till now. It is one of the most famous embroideries in China. Embroidery is a special handicraft art. It has different manifestation on making the graph by using needles instead of pens. As time goes by, Suzhou embroidery has developed and refined. It keeps the style created from old-time and combines a new fashionable element of modern society. It' s a revolution and innovation. It is the representation of strong vitality. Suzhou embroidery had already developed into a mature and full of experience stage. From the mid-19th century, Suzhou embroidery started to advertise and popularize into international commerce. Among all embroidery, Suzhou embroidery is the most influential one. It has a high reputation in global because of its elaborate stitch and elegant colors. The value of Suzhou embroidery is the cultural background behind it. Pictures that were recorded on Suzhou embroidery are closely related to people' s lives there, including how people decorate themselves at that time and what' s special about living in local. Suzhou embroidery is a carrier of culture, which can be handed down from age to age. Because Suzhou is located in the Jiangnan area. Numerous festivals here made handicrafts make different kinds of Suzhou embroidery to face festivals. That makes different patterns on the embroidery which will express the expectation for lives.

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| Project Objective

Suzhou embroidery, as the first of China's four famous embroideries, still holds the trend of diversified development with the fast pace of life. However, most of the information about Suzhou embroidery is about its craft. There are few books on the theory and practice of Suzhou embroidery, and the information about the research on human resources is extremely scarce. In short, the status quo of Suzhou embroidery seems to be prosperous, but in fact, it is facing the situation of fewer and fewer inheritors. Our goal is to help the public understand Suzhou embroidery better and realize the importance of Suzhou embroidery. In this way, the public can see the charm of Suzhou embroidery, one of China's intangible cultural heritage, and then help spread it, so as to alleviate the problem of Suzhou embroidery inheritance.

Therefore, in this project, we will popularize the cultural knowledge related to Suzhou embroidery to the public, so as to reflect the unique local characteristics of Suzhou embroidery. At the same time, we will use the forms of documentary or workshop to make more young people have access to the production technique and process of Suzhou embroidery, instead of relying on abstract text introduction and static lengthy picture teaching process, so that they can witness the whole process of making Suzhou embroidery or even try to make Suzhou embroidery by themselves. And when those whether it is the long history of Suzhou embroidery culture or the exquisite craft of making it touch the hearts of the audience, someone will spontaneously carry on the inheritance of Suzhou embroidery. We will also strive to find an innovative way for the spread of Suzhou embroidery so that it is no longer limited to the Chinese market, but is

displayed in the international arena.

All of the above will conduce to absorb more talent to carry on inheritance for Suzhou embroidery.

Identify the Target Audience

| Who Are They?

Identity: citizenship

Old Suzhou people (born natives)

New Suzhou people (the hukou migrated, more or less understood or less familiar with Suzhou culture)

Suzhou expatriates (generally new to Suzhou culture and have a certain interest in it)

Social residents.

Identity:age

Teenagers (13-17)

Young people just entering society (18-25)

Adults who already have extensive social experience (26-50)

Life-rich old generation (51-)

Identity: Career

Our main audience is students at the school. However, because the planned influence activities will be partially spread to the masses, there is a chance that all walks of life will be involved.

| Why Are They?

Our topic is "The inheritance and dissemination of Suzhou embroidery". In order to do it, our power is narrow, thus, we need volunteers, specifically, the target audiences, and our goal is to make these people have the ability to subserve the dissemination of Suzhou embroidery. This also the reason that we choose the indigenes of Suzhou as the target audience. In addition, the majority of the target audience is students. There are three reasons to expound it. First of all, we are coevals with similar minds. It is convenient to communicate. Secondly, we are students who stay in school for a long time relatively. It is easy to operate the mission inside the school. Third, we are doing well out of the format of the school schedule. Our time would be more flexible.

Based on our topic, the meaning of Dissemination is the act or process of disseminating or spreading something: the state of being disseminated (<https://www.merriam-webster.com/dictionary/dissemination>)

And dissemination must need mediums, which as same as a target audience in the situation of our mission. Therefore, the target audience we choose is closely related to the topic. In short, they are the disseminators of Suzhou embroidery. We believe that there are many factors which decide whether they can be affected or not. For instance: the degree of education, personal bias, different thoughts.

Our target audiences are native Suzhou, it is absolutely that most of them are interested in embroidery. Their interests correspond to our topic. As a result, they are key stakeholders.

| What is your scope?

Our main scope is basically at Suzhou. There are six areas in Suzhou, namely, Wuzhong District, Xiangcheng District, Gusu District, industrial park, Gaoxin District, Wujiang District.

Suzhou City also under the jurisdiction of four county-level cities Zhangjiagang, Changshu, Taicang, Kunshan.

We're going to have a division of these dimensions. (CAC)

Identity : 1.Citizenship
2.Age
3.Career

1.Citizenship

Old Suzhou people (Citizens born in Suzhou)

New Suzhou people (migration, Residents who know less about Suzhou culture)

Because of the difference between the crowd and the region, The degree of distribution of Suzhou embroidery is also different in local and other areas. We need to investigate the extent of the impact of Suzhou embroidery in various regions

2.Age—the average distribution of three age groups

We will choose the elderly, middle-aged, teenagers as the subject of investigation.

Why do age levels have to be involved?

There are differences in the degree of embroidery transmission at different time stages. Although our survey site is limited to Suzhou, we still need to take into account at all ages that because people of all ages have different views on Suzhou Embroidery.

3.Career

The main group we face in the career division is the school students because the environment in which we are familiar with is mainly at school, coupled with the similarity of peers' concept of consciousness. These advantages enable us to do an in-depth investigation.

At the same time, because the impact activities we plan will be partially disseminated to the public, people in all industries have an opportunity to be involved in our investigations.

| How to reach them?

In the era of information explosion, people get lots of information in the rapid and variety of ways. We define the influential activity as the passivity action of the target audience, accepting information may have large proportion in it which means people can get news and knowledge according to some ways like TV, the internet or magazines.

In Suzhou, citizens have many ways to get our topic disseminated. Here we list two main ways

1. Traditional media. The commonest is paper media, such as newspaper and magazines. For example, a Suzhou local newspaper called Gusu Evening News is the best seller all the time. Therefore, if we try to post our topic onto the newspaper, the readers in Suzhou would be noticed so that we will have a certain impact.
2. New media or interactive media is a great way to choose, which means the transmitting of the information on the internet. To be clear, the creation of official accounts and a website made by an individual or a team are both disseminating information through the internet. Consequently, we can take a promotional video about Suzhou embroidery and post it online so that everyone can be able to get in touch with it.

The benefit of doing so is that we can be able to cover all the potential target audience with a wide range of ages.

Identify the Key Message

| The Key Message

Due to the shortage of Suzhou embroidery handicraft and information about it, it is necessary to disseminate Suzhou embroidery culture. Also, we are trying to solve problems related or expanded by it such as low-level education of craftsmen. Additionally, help more people get in touch with Suzhou embroidery and know it well as well as realize the significance of it is our goal. Our project mainly faces for school students and social workers, also, people who are interested in Suzhou embroidery.

As our project name shows, the most essential part of our work is inheritance and dissemination of Suzhou embroidery. There are a few ways for us to achieve our goal. First of all, we may make a pamphlet and hand out to citizens. Secondly, we may make a documentary which introduces the development of Suzhou embroidery. Moreover, exhibition and public speeches are ways to do propaganda.

Through our propaganda, citizens are able to know the history of Suzhou embroidery and unique characteristics of it and how it is different from others. Uncountable value of it will be expressed via our project. Young people who have more contact with modern things, especially, our lack of knowledge of cultural inheritance. They should know the production technique practically after watching our documentary. Their interests inspired by our dissemination may motivate them to research more about it and spread this culture spontaneously. In this way, their positions change from audience to propagandist under our effort. And more and more people will engage in our project. Thus, the current situation that Suzhou embroidery is nearly forgotten by citizens will get improvement.

| The Tactics Behind

To identify the key message for our project, the reasoning is one of the primary tactics that we use. For inheritance, since our project topic is around tangible cultural heritage, the most essential thing for us is to do the cultural inheritance. That is also the most basic thing, all future actions and reactions are built upon that condition. When people get in touch with culture, especially for a cultural inheritance, the corresponding value of culture will first come to people's mind.

Further on, they may have the motivation to learn more about it. At that time, we have to offer citizens enough information to help them inherit and mark the Suzhou embroidery in history. On top of that, we have to disseminate Suzhou embroidery culture base upon inheritance. Inheritance is the base of developing Suzhou embroidery culture, and dissemination plays a role in showing how further and deeper the culture can spread and develop. Citizens do not purely know this culture, instead, they should learn more about it by themselves. They can even participate in the production of Suzhou embroidery and learn making skills.

Choose the Platform

| The Platform Chosen

We choose to publicize Suzhou embroidery both online and offline platforms. We mainly focus on online publicity, while some offline work is to assist us in online publicity, so that it can have a wider influence and be more effective.

Based on online publicity, we will:

Set up a special website to publicize Suzhou embroidery.

Make an introduction about Suzhou embroidery video and put it on the website.

Post the articles that popularize knowledge about Suzhou embroidery on the website.

Release some teaching related to Suzhou embroidery.

Based on offline publicity, we will:

Distribute pamphlets about Suzhou embroidery.

Contribute articles related to Suzhou embroidery to a newspaper column. While making the public have a preliminary understanding of Suzhou embroidery, we also publicize our WeChat Official Account.

| The Alternative Platforms

We once considered holding workshops for offline teaching, which should be interesting. However, after collecting the data of the questionnaire, we found that not many people had time to participate. Therefore, the implementation will be more difficult, and the effect is difficult to achieve our expectations. On the basis of expending a lot of energy, holding a workshop also costs a lot. As a result, the online teaching of Suzhou embroidery will be more efficient, and people will be more willing to watch and learn by themselves

We also considered introducing Suzhou embroidery into school life, such as offering relevant interest courses or club activities. However, the plan does not seem to be feasible. Due to the popularizing rate of Suzhou embroidery is not high, there are few modern teenagers have shown great interest in it. Moreover, most people do not realize the importance of Suzhou embroidery's inheritance. As a result, few schools offer courses related to Suzhou embroidery. That is why the idea of introducing Suzhou embroidery into schools is unrealistic.

| The Criteria to Evaluate

The efficiency of publicity is important to our team. So we choose to put most of our efforts into online publicity. The results of our questionnaire show that people are more inclined to accept the information and knowledge from the Internet, not only because they are more flexible to participate in the time, but also it is easier to share with others (family, friends and colleagues). By contrast, workshops can reach far fewer people and take up more time than online publicity.

It's also important that online resources are reusable. For us, the cost of online publicity will be less, which is not only reflected in the budget but also reflected in the time consumption. For example, in order to enable the masses to participate in the production of Suzhou embroidery, we can choose to shoot teaching video instead of offering offline courses.

To determine if we are successful enough, there are two ultimate goals to measure it:

1. We want to influence people with a population of 1000+
2. The feedback sheet would indicate a "successful influence" rate up to more than 60%. In other words, among the people who visit our WeChat Official Account, more than 60% of them should have a deeper understanding of Suzhou embroidery.

| The Rating Sheet

First of all, we have to conduct a self-assessment of this project. I mainly identify the value of this activity from the following perspectives:

1. Number of people affected
2. Execution difficulty (human and material resources consumed in this link)
3. Duration
4. Probability of success
5. Stability of results (whether there is a possibility of reversal)

The first part is the questionnaire survey. This link is generally successful, and its impact and execution difficulty are all expected. But there are some problems, such as the duration of its impact, we can't confirm whether the audience is throwing the Suzhou embroidery behind after the investigation, which is where we need to improve.

The second is the promotional video section, which is considered by our team to be the most successful part, and its impact on the number of people and the stability of the results is very outstanding. But there are still flaws. The most obvious point is the duration. Our videos have been published on major video sites and have achieved remarkable results. However, we also found that as time goes by, the daily video traffic is gradually decreasing, which is a reflection of the

viewer's loss of interest. Therefore, we should consider the sustainability of project influence rather than just focusing on short-term effects.

Finally, the WeChat public account section, this part is not perfect enough because of time problems. Especially in terms of the number of people, this public number was created in the later stages of the study and did not expand enough, resulting in some lack of influence. But if our group develops later, we believe that its duration and stability of results will go beyond the above two parts.

Set the Agenda

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Mid-February:

Task: Officially started the topic design and established the theme of Suzhou embroidery. And start planning for the project

Participants: All members

At the end of February:

Task: Complete the initial plan and issued the survey to check people's understanding of Suzhou embroidery.

Participants: Qingwei Zhang; Yunfei Quan; Tianyi Guo

At the beginning of March:

After analyzing the questionnaire and combining the information found on the Internet, we found various problems encountered in the development of Suzhou embroidery.

Participants: Qingwei Zhang; Yunfei Quan; Tianyi Guo

Mid-March:

Officially began to establish the impact of the project. The project is mainly promoted through social media, including the establishment of WeChat public account, sending tweets, and collating feedback.

Participants: All members

End of March: Statistics of all feedback and data obtained so far. Analyze and start thinking about how to effectively solve the problem of Suzhou embroidery development.

Participants: Yueyao Hu; Yijie Ding; Michael Guo; Xun Gu

 [\(The team is having a regular meeting.\)](#)

 [Sharing questionnaires](#)

 [Wechat Official Account](#)

 [Wechat Official Account](#)

Design the Packages

 [Taking videos](#)

 [The Inheritance And Dissemination of Suzhou Embroidery.](#)

Create and Track the Impact

| The Execution Plan

Communication

In this project, the questionnaire is indispensable for comprehensive communication and understanding with the research subjects. We sent more than 300 questionnaires to Suzhou citizens in mid-March. In the questionnaire, we asked them to provide suggestions on the current understanding of Suzhou embroidery culture and to change the current industrial problems of Suzhou embroidery. We expected to observe a trend of people's understanding of Suzhou embroidery.

The second is an expert interview. We hope to learn about some of the current problems in the development of Suzhou embroidery by interviewing some people who have a good knowledge of Suzhou embroidery culture. Especially with regard to the current situation in the Suzhou embroidery industry, this is the most easily overlooked by the general public. We hope that the information obtained in the interview can be used to popularize the production of Suzhou embroidery.

We set up a WeChat Official Account to promote the public to have a better understanding of Suzhou embroidery. However, instead of just creating an account specifically for this competition, we actually create a special column of Suzhou embroidery under a current WeChat Official Account called "The Angry Alan" which is an account owned by one of our members. The reason why we do this is that after analyzing the pros and cons of creating a new account, we believe that this is the most efficient way to make an impact.

Video: In order to expand the influence of the project, we have made the experience of the previous group field visits at the Su embroidery Museum into microfilm. Considering that the lengthy text of the project report may be annoying to the reader, we hope to make a vivid introduction to the historical origin of the Suzhou embroidery culture by making this easy and humorous video and help you better understand the background of the embroidery.

To test the efficiency current impact actions, we send everyone who whether watch our videos or visit our WeChat account a feedback sheet. The result shows a positive feedback given by our audience which means that in the long run, we can keep on what we are now doing.

| Impact Statistics

As we mentioned above, we have 3 sets of statistics collected to quantify our impact.

The public understanding of Suzhou embroidery

We made a survey for a simple random sample of 312 people in Suzhou. The aim of the survey is to test the public understanding of Suzhou embroidery.

In general, the result shows that the public do not know much about Suzhou embroidery, and some of them even have an impression that Suzhou embroidery is over-commercialized. Under a confidence level of 90%, we estimate that in Suzhou, the resulting confidence intervals from 0.284 to 0.356 to would capture the true proportion of people who misunderstand Suzhou embroidery. Which means that in Suzhou, there are around 28.4% to 35.6% of the public would most likely to misunderstand Suzhou embroidery. Here are the calculations:

But in fact, they still know little about the basic knowledge of Suzhou embroidery and misunderstand Suzhou embroidery.

Here are the parts of the statistics which we believe can support our project:

Total sample number: 312
significance digit: 304

- [Are you a local Suzhou?](#)
- [How they perceive Suzhou embroidery:](#)
- [Public understanding of Suzhou embroidery:](#)
- [The feedback from our audience](#)
- [Will you promote people to pay more attention to Suzhou embroidery or propaganda about it in your life?](#)
- [Audience retention time of the video](#)

| Collect Feedback

Feedback From Expert

Feedback from the feedback sheet:

- I want to buy Suzhou embroidery some day.
- it looks really good with Chinese traditional culture style.
- I have learned from the video that Suzhou embroidery has thousands-years history background. -It has been listed in the national intangible cultural heritage list. When this traditional art is combined with modern aesthetics, there is such

amazing and meticulous beauty!

- The lightness of Suzhou embroidery creates a sense of dreamy
- Slightly abstract style like the picture scroll of the misty rain south of the Yangtze river stretches out slowly, that' s fascinating.
- Some products combine modern elements and traditional making process. Exquisite products attract people.
- Suzhou embroidery was made of the old females by hands with natural silk thread. Each style is unique with the tenderness of the temperature.
- Industrial woven goods have a strong impact on hand-making Suzhou embroidery.
- I would like to promote people to protect this unique technique in my life.

Feedback from an expert:

Wang Rudong, Suzhou Tourism Bureau:

“This is a good way to let Suzhou embroidery better popularize into people, into tourists, the value can be valued. In this way, Suzhou embroidery can really be inherited and better developed. Personally, I feel that this project is very good, and it is an opportunity to re-recognize the culture of Su embroidery (.....). If this video is well finished, it will be a very good project to let more people know the value of Suzhou embroidery culture. As a kind of craft and intangible cultural heritage, Suzhou embroidery can be better inherited and developed.”

Review and Reflections

| What Are Successful

Our research team began with the hope that some people in the society will have a certain understanding of the Suzhou embroidery industry through our research and arouse people's respect for Suzhou embroidery, a traditional cultural heritage of Suzhou. The ultimate goal of our group is to solve the development problems of the Suzhou embroidery industry under the current situation, such as lack of technicians and lack of innovation.

We believe that the most outstanding part of our project throughout the project is the filming session. We actually put a lot of energy into this promo. From the beginning of the city night scene, to the subsequent museum filming, and then to the expert interview. All reflect the cultural and historical significance of Suzhou embroidery in Suzhou and the importance of its protection. This promotional video is not only a tool we use to show the public, but also a respect for our team for the culture of the Suzhou embroidery.

In addition, we have achieved good results by promoting videos and research reports online and publishing survey questionnaires offline. Our team is also actively promoting in schools. At present, students in several major middle schools in Suzhou are affected by our investigation and master the basic meaning of Suzhou embroidery culture. Moreover, some people in the Suzhou area have received the influence of our investigation, and the spontaneous organization Suzhou embroidery culture survey and discussion group. The Museum of Embroidery Culture also reflects a significant increase in the number of visitors today. Although we are currently unable to directly interfere with the Suzhou embroidery industry, we hope that by popularizing the knowledge of the Soviet culture, we can train more people in the current Soviet Union industry to solve the current production problems.

| What to Improve

First, we still lack the corresponding background knowledge in this study. After all, Suzhou embroidery culture is a relatively unfamiliar subject for high school students. The lack of background knowledge directly leads us to explain the current development problems of Suzhou embroidery and not analyze what factors have caused them. This is also the place we should pay attention to in

future research.

The second point is to publicize the issue. Our means of publicity are not very adequate. Our team tried to create a We Chat public account and updated the daily research progress in the early stage, but in the latter part of the study, this task was modified because of time. This may lead us to some troubles in the long run.

Thirdly, the analysis of Suzhou embroidery is not thorough enough. In fact, our research is limited to the cultural meaning on the surface of Suzhou embroidery. Our research team is actually ambiguous about its historical development and its current influence in the lives of the people of Suzhou. Therefore, our research results may not be very effective in providing the meaning of the embroidery culture and the solution to the current Suzhou embroidery industry.

| Summarize Learnings

Our research team began with the hope that some people in the society will have a certain understanding of the Suzhou embroidery industry through our research and arouse people's respect for Suzhou embroidery, traditional cultural heritage of Suzhou. The ultimate goal of our group is to solve the development problems of the Suzhou embroidery industry under the current situation, such as lack of technicians and lack of innovation.

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Soviet culture, we can train more people in the current Soviet Union industry to solve the current production problems.

Appendix

| Presentation File

 [PPT](#)

| Team Credits

Judge Comments

" Interesting topic. The embroidery looks beautiful.

The copyright portion was a little hard to follow. Try to clarify that in the presentation - and maybe give/show examples of when that happened. "

" I appreciate that you chose a topic related to your cultural heritage and that you demonstrate a desire in your key message to create a sense of social responsibility and awareness regarding cultural history and the value it offers every generation. I wanted to know more about the issue of plagiarism/copyright of the pieces you showed in the video--especially since you took the opportunity to discuss this issue in your presentation. "

" A fascinating story about a lost art, with relevance to other countries (for example, Belgium and France, where textile arts and lacemaking are also lost arts/industries). But the focus was not on the art but on awareness, which was a missed opportunity to report on this artform and also how it serves as an industry that attracts tourism and thus benefits Suzhou both economically as well as culturally. Plagiarism and copyright issues came up during the question-and-answer, but should have been explored in the main presentation. -Beatrice "

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" Really love your topic about cultural heritage, especially embroidery which is more relevant to your community. Great job! In your presentation, it may be better to show how you improve others' awareness and how to influence others in terms of protecting embroidery art, instead of focusing on the craft itself. And in terms of your articles on WeChat official account, be mindful of the accuracy and professionalism. For example, you can invite some professional experts to write for you or do some interviews. "