

The Fashionization of Memory: The Innovative Dissemination of Historical Celebrity culture

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Abstract: Under the background of the deep integration and development of cultural tourism, all over the country continue to enhance the development and protection of historical celebrity cultural resources, and actively tap the communication potential and opportunities of historical celebrity culture in the new media era. This paper takes the Shaoxing historical celebrity memorial hall "Jiemin Library" as an example, based on the theory of cultural memory, to explore the innovative communication of historical celebrities' culture from the dual perspectives of mediumization and fashionization. According to the research, mediumization and fashionization can share memetic mechanism, narrative logic and symbolic meaning in the construction of cultural memory, that is, activate memory through imitation, write memory in popular trend, and promote consumption to realize the care and preservation of memory. With the fashionable memory logic, innovative communication practice can be carried out from the three perspectives of space, narrative and symbol, so that celebrity culture is more in line with young people's cognition, so as to receive high-quality preservation, protection, interpretation and display.

Key words: Historical celebrity culture; Fashionization communication; Cultural memory; Hall of fame

In the process of modernization, the "homogenization" of urban space has made urban cultural memory face crises such as amnesia, fracture and entertainment. As an urban cultural space, the memorial hall of historical Fame preserves the cultural memory in a certain place through the symbol of celebrity, endows it with lasting continuity, and forms the collective cultural identity. With rich celebrity resources, Shaoxing has completed the construction of a number of historical celebrity memorials with fashionable appearance in recent years. Under the new media discourse system, Shaoxing actively tries to activate celebrity culture and form a value chain of cultural brand symbols around celebrities.

Fashion refers to the lifestyle and psychological state brought by modern industry and commerce to urban people. It contains both conformity and individual pursuit. Russian semiotician Yuri Lotman argues that "If history is the memory of culture, this means that it not only preserves traces of the past, but also acts as a positive mechanism for the present." Fashion can bring new ideas and new things, so the combination of fashion and tradition can not only activate cultural memory, but also create new texts of meaning, so as to tell the story of Shaoxing well and highlight its modern status.

This paper takes Cai Yuanpei's memorial hall "Jiemin Library" as an example, explores the innovative communication of historical celebrity culture from the dual perspectives of cultural memory and fashion communication, and explores the activation way of cultural public space and the construction logic of cultural memory.

I. Research context: Historical celebrity culture and fashion communication

1. The fashionization of cultural systems realizes mainstream value inspiration

Celebrity culture, as an important human resource, is closely related to the construction of mainstream ideological discourse power, which can strengthen human identity and cultivate collective memory. Celebrity culture is also a path to realize the contemporary value of historical figures, and a precious resource for the integration of culture and tourism to create and empower. Considering the current communication status of historical celebrity culture in Shaoxing, the utilization rate of emerging media is not high, and most of them still rely on traditional media platforms to support them, which can objectively create the atmosphere of Shaoxing celebrity culture. However, the lag of communication means leads to the decline of audience's attention, and it is difficult to realize the value of Shaoxing celebrity culture to the communication audience. The more fashionable and popular culture is, the faster it spreads. Swendsen mentioned in the Philosophy of Fashion that the biggest feature of fashion is its novelty. In Chinese, "-ization" means a certain nature or state, or the general promotion of something. The so-called fashionization communication means that after the dissemination and promotion of an approved thing, it forms a sought after trend within a period of time, and then becomes a benchmark in a field and plays a leading role. Therefore, fashionable culture is a value system followed by a certain period, a certain region and a certain group of people. This system is first tried by a few people in a certain period of time and believes in advance that it will be admired and imitated by the public. In the era of new media, the fashion updates faster and the opportunities to set off the fashion wave increase. The traditional cultural system can lead the mainstream value again through fashionization communication and realize the public's demand for pursuing beautiful things and a better life.

2. The fashionization of cultural space promotes the coupling of tradition and modernity

Scholar Harold Adams Innis believes that media can be divided into two categories: media conducive to spatial extension and media conducive to time continuation. Immovable space, such as former residence of celebrities and memorial hall, has a time bias and is easy to be preserved for a long time. It has functions of cultural relic protection, celebrity research, display and utilization, publicity and education, etc. The preservation and inheritance of Shaoxing celebrity culture through scientific space practice is the top priority. In August 2021, the Shaoxing municipal government announced "The three-year action plan for the activation of former residences of celebrities in Shaoxing (2021-2023) "to make more than 100 former residences "live".

Cultural space is a system of human culture, not a system of materialization, which must react with the whole society. However, the spatial distribution of celebrity culture in Shaoxing is scattered, and the sense of place of surrounding environment is not strong, and the display mode is simple, most of them are in plain perception and impression. Except for the scenic spot of Lu Xun's former residence, residents and tourists have a low perception of other celebrity's former residence and memorial hall. As a historical relic space, it is generally marginalized in urban life. Fashion communication attaches great importance to visual aesthetics, and attaches great importance to the communication of standardized and detailed quality. Making cultural space fashionable is actually an attempt to activate the spiritual value of cultural symbols. Fashion has both cultural and commercial attributes, and cultural space can promote consumption and promote innovative production of culture after the transformation of fashion.

3. The fashionization of cultural symbols reconstructs the field of cultural memory

In the 1990s, professor Jan Assmann and Aleida Assmann, a German couple, pioneered the theory of cultural memory. Jan Assmann called monuments, ceremonies, festivals, customs and so on "memory field". As a symbol system, it enables individuals living in this tradition to find a sense of belonging, that is, to realize their potential to become a member of a social group, and to learn, remember and share a culture in this group. Aleida Assmann systematically introduced the spatial perspective into the study of cultural memory, and focused on the close relationship between media innovation and cultural memory. She believes that fresh memories need to rely on museums, historical books and classics, and mass media to transform them into cultural memories of future generations. From this perspective, the formation and production of cultural space is the accumulation and reconstruction of cultural memory. In modern cities with increased mobility, the construction and protection of cultural memory by these cultural spaces can be an innovative perspective to activate urban culture. The Assmans emphasize that memory (knowledge about the past), identity (political imagination) and cultural inheritance (establishment and cultivation of traditions) are mutually reinforcing and constraining.

In addition to historical books and classics, exhibition spaces such as memorials are important memory fields. Scholar Li Siqu pointed out that some cultural tourism turned into ordinary shopping streets and leisure and entertainment places, because they did not make deep efforts in semiotics. He believes that the cultural industry must master the law of spiritual symbols, that is, pay attention to the spiritual value carried by cultural symbols, and improve the added value of culture. Fashion itself represents "unconventional". It first becomes popular among some people, and then it is widely imitated and consumed by people. Therefore, fashion-oriented production and dissemination of historical celebrity culture is conducive to creating distinct, popular and recognizable cultural symbols, actively iterating the brand memory of celebrity culture and reconstructing the new field of "Shaoxing's memory".

II. The fashionization of memory: the practice of innovative communication of historical celebrity culture

The Jiemin library is actually a celebrity memorial hall themed around Mr. Cai Yuanpei, which was newly completed in 2023. Mr. Cai Yuanpei is a democratic revolutionary, educator and politician. His ideological system contains the feelings of family and country, is rooted in the humanistic spirit of Shaoxing, and enriches the materials of Shaoxing culture. Once the library opened, it became a "internet-famous site" attracting many residents and tourists to punch in.

Scholar Shao Peng believes that the process of collective memory eventually evolves into the process of media memory, because media, as the intermediary of human collective memory, plays the functions of memory preservation, memory engraving and memory humidification in this process. When interpreting cultural memory, Jin Shoufu emphasized that cultural memory is conducive to identity identification, and it must be made use of externalized media, such as national flag, national anthem, ceremony, etc. Taking a comprehensive view of the research on cultural memory, there are mainly three dimensions of content output, which promote the strengthening, display and care of cultural memory through media. French sociologist Talde proposed that fashion is the imitation of leaders of the same generation. In other words, fashion is a kind of imitation, through which the pursuit and popularity of the majority of people are driven. After the interpretation and explain of various cultural forms, fashion culture is owned by consumers in the form of physical products, and becomes the destination after fashion communication resonates with the public. Therefore, fashion communication forms a three-gradient behavior pattern of "imitation - popularity - consumption". This paper observes that mediumization and fashionization can share memetic mechanism, narrative logic and symbolic meaning in the construction of cultural memory. In other words, it is believed that memory can be activated by imitation, memory can be engraved in the fashion trend, and consumption can be promoted to realize the care and preservation of memory. See Figure 1 for details.

The following takes "Jiemin Library" as an example, based on the theory of cultural memory, introduces the fashionable innovation and dissemination of historical celebrity culture in Shaoxing, and explores new ideas for the high-quality protection and inheritance of celebrity culture.

Space: Viewable, joyful, and shareable fashion imitations to activate memory

The library consists of three parts: library, Jimin theater and Cai Yuanpei Square. The original site is the Jimin theater. Through renovation, the facade colonnade of the original building is retained, and the functions of small drama and musical theater are added to better meet the spiritual and cultural needs of the people. Cai Yuanpei Square, through a series of elements such as sculpture, landscape wall, shallow pool, landscape and so on, creates a cultural artistic conception of history and modernity. Based on the tripartite spatial dialectics proposed by Lefebvre, the library forms a spatial form integrating material space, spiritual space and social space. In addition to the memorial hall itself, the material space also includes the nearby historical district and living area; The social space can provide leisure,

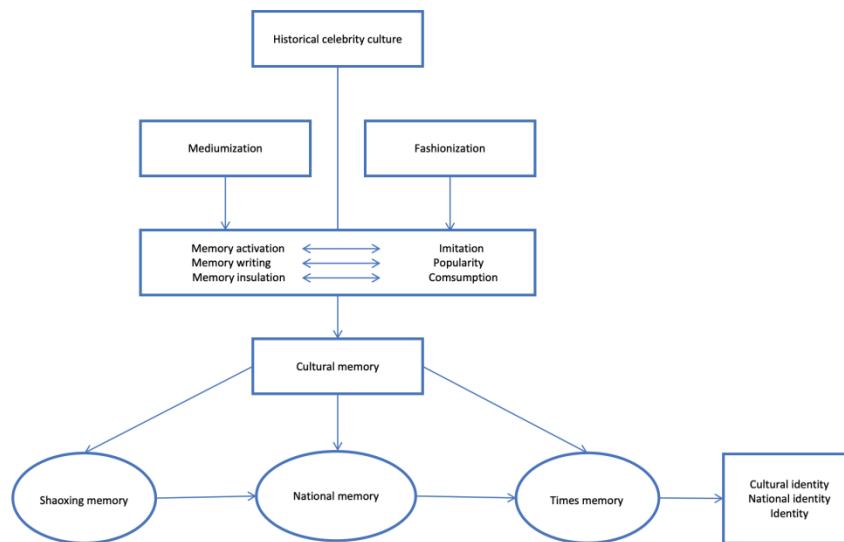


Figure 1. The mediumization and fashionization of historical celebrity culture

entertainment, communication, consumption and other functions; culture, music, national style, history and folk style are the contents of spiritual space.

The external design of the library venue has water courtyard, mirror, screen wall, fake stone, landscape wall, and artificial landscape at the entrance, presenting the eastern cultural artistic conception of “taking the wall as paper and the stone as painting”. New Chinese style combined with modern design, white walls and black tiles as well as a large surface of water mirror, become a good scene to take photos, the film rate is very high. This has also become a filming location for entertainment star Liu Shishi to shoot the cover of fashion magazine. She changed 6 sets of clothing, in the pool, rockery, orchid, and Shaoxing black tile white wall Jiangnan scenery integrated, showing a quiet, distant and indifferent beauty. The photos have been viewed nearly one million times on Weibo, and have become a hot topic among fans. Searching for “Jiemin Library” on the Xiaohongshu platform, will appear numerous young girls wearing Chinese skirts, dressed in eastern makeup and hairstyles. They searched for similar locations at the entrance to imitate, take photos, and check in.

The space design of the library not only reflects modern aesthetics, but also actively integrates with tradition, which appeals to contemporary young people who keep up with the fashion trend. Their imitative behavior and punching content on Wechat, Douyin and Xiaohongshu platforms activate the memory of historical celebrities and the cultural memory behind them to a certain extent, and actively and effectively spread the culture of Shaoxing celebrities.

2. Narrative: the non-linear fashion popular discourse to write memory

How to re-narrate the character stories in textbooks is related to the innovation and inheritance of outstanding celebrity culture. Different from the conventional narrative mode of the former residence of celebrities with linear time, the library presents nonlinear narrative techniques and conforms to the characteristics of fashionization communication.

(1) New stories. Cai Yuanpei’s former residence covers an area of 1856 square meters, construction area of 1004 square meters, brick and wood structure, lattice doors and windows, gray tiles and white walls, the ground paved with blue stones. Visitors here can only have a simple perception of Mr. Cai Yuanpei’s former residence, while the newly built library makes full use of sound, images, video and other multimedia to present all kinds of symbols, and adopts digital interactive technology, VR immersion technology, intelligent technology, etc., to show visitors the rich life stories of Mr. Cai Yuanpei in his hometown, out of his hometown, and back to his hometown. This is a diversified new compilation of the story of the former residence. At the same time, this immersive, gamified and intelligent digital reform of celebrity cultural resources meets the characteristic of “sensory impact” in fashion communication.

(2) Function extension. The museum is equipped with fashionable and eye-catching coffee shops, study rooms, theaters, etc., becoming a space for citizens and tourists to relax, study and make friends. This greatly takes into account the deep integration of surrounding residents’ lives, especially attracting young people to come to punch in, interact and consume. In contrast, former residences often lack space for visitors to stop and stay for a long time. Based on the concept of “recreating the neighborhood” put forward by sociologist Xiang Biao, scholar Liu Yaqui believes that memory should be based on a localized community situation, starting from the concrete mode of harmonious symbiosis between human and society, and maintaining the social ecology, because technology and capital can build abstract society and provide more entertainment space but they cannot solve the problem of the finiteness of human beings in time. In the construction of the library, the expansion and extension of multiple functions are fully taken into account, and the library is trying to create a local community situation, so that the dead celebrities can reappear in the “nearby”. The fundamental purpose of fashionization communication is to advocate harmony, civilization and development, and to pursue “beautiful things”, which has the same meaning as “social organicity”. Therefore, the extension of fashion function is conducive to gathering people “nearby”, giving play to the power of social situation and reconstructing the

organic nature of memory.

(3) Humanistic care. Cai Yuanpei’s thoughts cover morality, intelligence, physical aesthetic and labor. Compared with the grand narrative, the memorial provides a more diversified life and ideas of Cai Yuanpei, such as thoughts on sports, aesthetics, and marriage. If these thoughts can be connected and innovatively developed, it will be beneficial to the construction of the discourse power of mainstream ideology, and realize the benign interaction and the same frequency resonance among excellent thoughts. The relationship between Mr.Cai Yuanpei and the people around him is also narrated through visual design, which allows the details of Mr. Cai’s life to be disclosed, giving the audience a strong sense of intimacy and vividness. Compared with the simple introduction in the textbook, the image of Mr.Yuanpei is fuller.

The non-linear fashion discourse system is reconstructed based on technology, community and humanity, emphasizing the personal participation and presence of ordinary people and tourists. In the era of mass communication, fashion communication has shown a “bottom-up” counter-trickle phenomenon . Ordinary people can also produce and tell stories, which is more conducive to the development and dissemination of fashion culture. Fashionable story performance and interactive story experience greatly enhance the cultural identity,identity and national identity of the audience, especially the younger generation, and help construct cultural memory and urban memory.

3. Symbol:The consumption of fashionable emotions to keep memory warm

As a memorial hall for the exhibition and inheritance of Mr.Cai YuanPei’s thoughts, the library bears and displays Shaoxing city symbols, national symbols and times symbols. Emotional intervention is the underlying logic of memory construction . Therefore, only by deeply exploring the cultural symbols of celebrities can we create emotional ties between celebrity culture and local places, and then shape cultural memory and collective memory. Scholar Liao Ruhan points out that the basic logic of fashion symbols is change, difference and novelty, but in the era of faster and faster fashion changes, the overall renewal of symbols is also a costly task. Therefore, she believes that the self-deconstruction and re-creation of fashion symbols is a combination of circulation and local substitution . Combined with the development and utilization of the memorial hall, it can be found that the local deconstruction and extension of celebrity symbols have brought changes and novelty, which is conducive to fashionable dissemination and update. The specific types of symbols in this library are shown in Table 1.

Table 1: Types of symbols in the Jiemin library

	Symbols	Scenes	Identity	Emotions
Shaoxing memory	black-awning boat, waterway, plum dried vegetables, white walls and black tiles	growth, learning, life, family	excellent students in the village	work hard and aim high
National Memory	May Fourth Movement, universities, new style of study	education, communication, academic research	president of Peking University	positive, optimistic, struggle
Times memory	rejuvenate the country through science, public education □ rejuvenate the nation	studying abroad, translating, protesting	revolutionary fighter	focus on the fate of humanity

Firstly, the library focuses on Mr.Cai Yuanpei’s youth life in Shaoxing. The geography and culture of Shaoxing in the early 20th century are displayed through a large number of original photos and texts, which have a strong sense of truth. These common life scenes and urban symbols, such as black-awning boat, waterway, plum dried vegetables, etc., bring a high sense of identity to the local audience. The cultural space was developed and utilized to preserve the core stories of celebrities. The exhibition in the memorial hall focused on Mr. Yuanpei’s teaching experience at Peking University. In particular, as president of Peking University, he carried out influential reforms, closely combining teaching with the survival and development of the nation. His love and dedication to education was a revolutionary banner at that time, and he cultivated a large number of outstanding young students, which just reflected the distinct national symbols. As an educator, Mr.Cai Yuanpei realized that China was suffering from internal and external troubles at that time, and science was the primary productive force, so he actively communicated with outstanding foreign scholars and made efforts to invite world-famous scientists to visit China. This part of the materials show the symbols of the times, full of hardships and turbulence of the times. With the feeling of a community with a shared future for mankind, Mr. Yuanpei can be described as a pioneer of the times, which is in line with the current fashion values.

The library splits and reorganizes the cultural symbols of celebrities. While keeping the overall connotation unchanged, it innovates the logic of symbols and emphasizes changes and new ideas, which accords with the communication characteristics of fashion symbols. At the end of the tour line is a series of interesting cultural peripheral products, tourists through the consumption behavior to complete the emotional identification and memory preservation. That is to say, the triple preservation of Shaoxing memory, national memory, and times memory.

Through a comprehensive review of the application of mediumization and fashionization in the construction of cultural memory, we can conclude the fashionable logic of memory, that is, the recognized memory is first activated in a few people, and then triggers the memory and pursuit of a large group of people, and plays a leading role in a certain period of time, and finally realizes the accumulation and diffusion. The fashionization innovation and dissemination of the historical celebrities culture is exactly a process of cultural innovation and diffusion. According to the theory of innovation diffusion proposed by E.M.Rogers (1962), the diffusion of an innovative “idea, event or thing” follows an S curve, that is, the diffusion of innovation, which is slow at the beginning, and then suddenly accelerates when the adopters reach a certain number. The difference with this theory is that cultural memory is not a new thing, it has a certain accumulation (Mn),

and the fashionization innovation diffusion of cultural memory can accelerate the degree of accumulation in a certain period of time. See Figure 2 for details on this process. The vertical axis is Memory (M) and the horizontal axis is Cultural Behavior (CB). After the innovation of a few individuals, cultural memory causes early imitation and popularity, spreads rapidly, and accumulates memory through late consumption and backward attention. In the new media era, the minority is mainly the young generation, who like novelty, pursue fashion and desire to realize self-value.

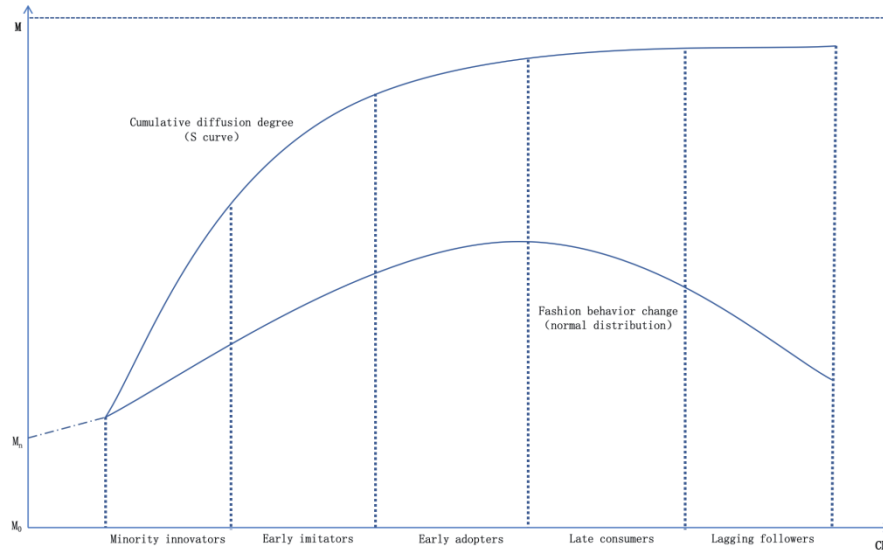


Figure 2. The process of fashionization innovation and diffusion of cultural memory

III. Conclusion

Shaoxing is rich in historical and famous cultural resources. As an ancient city of Jiangnan, the development and dissemination of these resources can enhance the image of the city and create considerable economic value. In the era of new media, the fashionization innovation and dissemination of celebrity culture is a feasible attempt to obtain the flow and make the cultural gene multiply and inherit. Fashion communication refers to the formation of fashions, ways or ideas as well as the expression and transmission of the meaning of fashion symbols. It mainly transmits cultural symbols, creates fashion trends and guides concepts and attitudes. The essence of fashion is change, so the purpose of fashionization communication of historical celebrity culture is to realize innovative changes, mobilize the audience's comprehensive sensory experience from the aspects of hearing, vision and touch, and form imitation behavior.

Based on the perspective of cultural memory theory, this paper taking the "Jiemin library" as an example, studies the fashionization innovative dissemination practice of historical celebrity culture in fashion from three perspectives: space, narrative and symbol. According to the list of tourists of former residences of celebrities in Shaoxing during the Mid-Autumn Festival and National Day Golden Week in 2023, Cai Yuanpei's former residence and Jiemin library have 55,800 tourists, ranking second. For the memorial hall that has just been "on the new", it has made a good start. However, compared with the 153,000 people of the first Lu Xun's former residence, the gap is larger. Fashionable communication has brought high popularity and flow, and set new standards for urban memory and national collective memory. However, it also needs to continue to pay attention to the sustainability of cultural connotation, the integration of fashion elements, and the audience's perception and experience. Therefore, the research on the fashionization innovative communication of celebrity culture will continue to be in-depth.

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Fund project: This article is the final research result of the special project “Research on high quality protection and inheritance of Shaoxing celebrity culture from the perspective of cultural memory theory: Taking the Shaoxing historical celebrity memorial hall as an example” of the 20th Anniversary of the Implementation of the “the strategy of ‘making full use of eight advantages and implementing eight major measures’” in the Philosophy and Social Science Planning of Shaoxing City (project number: 145351).