







**Mingwei:** Thank you, for accepting my interview. As a funeral director and a blogger active on social media, what motivated you to share content related to funerals through new media platforms?

**Tang Mutanze:** Thank you for inviting me. Initially, I just wanted to document my daily work, but I later realized that many people are unfamiliar with or even fearful of the funeral industry and the culture surrounding life and death. By sharing stories and insights from my work, I hope to bridge the gap between the public and this industry, allowing more people to understand the meaning of funerals and face the topic of death directly.

**Mingwei:** Your sharing on social media has attracted widespread attention. What changes have you observed in the public's perception of the funeral industry?

**Tang Mutanze:** I've noticed that with the spread of information, more people are beginning to face the funeral industry directly and are willing to learn about it. Many young people have even shown interest in the field, considering it as a career option. This indicates that the public's perception is gradually shifting from avoidance to acceptance and understanding.

**Mingwei:** As a funeral director, how do you view your professional role?

**Tang Mutanze:** I believe funeral directors not only provide services for the deceased but also offer emotional support to the living. During farewell ceremonies, we need to focus on the emotional needs of the family and help them through their grief.

**Mingwei:** The content you share on social media covers many topics. How do you select these themes?

**Tang Mutanze:** My content themes mainly come from two sources: real cases I encounter in my daily work and questions from followers. For instance, if someone is curious about traditional paper-burning customs, I'll share the cultural background behind it. I hope my content satisfies the audience's curiosity while also providing practical information for those in need.

**Mingwei:** What impact do you think your content has had on public perceptions?

**Tang Mutanze:** Based on feedback from followers, many people now feel that death is not frightening but a natural part of life. They've also begun reflecting on their own views of life and death and how to discuss these topics with family members. I've received many private messages where people say my content has given them the courage to plan for their afterlife arrangements in advance and even discuss funeral formats with their parents. This makes me feel very gratified because changing perceptions is a long but meaningful process.

**Mingwei:** Do you have any advice for researchers like me?

**Tang Mutanze:** I think when researching traditional funeral culture, it's important to approach it with respect while keeping an open mind to its integration with modern societal needs. Engage more with industry professionals; their experiences will provide a lot of practical inspiration for your research.

**Mingwei:** 汤木老师！感谢您接受我的采访。您作为一名殡葬师，同时还是一位活跃在社交媒体上的博主，是什么让您选择通过新媒体平台分享与殡葬相关的内容呢？

汤木檀泽：感谢您的邀请。我一开始只是想记录自己的工作日常，但后来发现，很多人对殡葬行业和生死文化十分陌生。我分享我的工作日常，让更多人了解殡葬行业。

**Mingwei:** 您在社交媒体上的分享引起了广泛关注。您认为公众对殡葬行业的认知有哪些变化？

汤木檀泽：我注意到，随着信息的传播，越来越多的人开始正视殡葬行业，愿意了解相关知识。许多年轻人也对这个行业表现出兴趣，甚至考虑从事相关工作。这说明公众对殡葬的认知正在逐渐改变，从避讳转向接受和理解。

**Mingwei:** 作为一名殡葬师，您如何看待自己的职业角色？

汤木檀泽：我认为，殡葬师不仅是为逝者提供服务，更是为生者提供心理支持的人。在告别仪式中，我们需要关注家属的情感需求，帮助他们度过悲伤的时刻。

**Mingwei:** 您在社交媒体上分享的内容涵盖了很多方面。您是如何选定这些主题的？

汤木檀泽：我的内容选题主要来源于两方面：一是我日常工作中遇到的真实案例，二是粉丝提出的问题。比如，有人对传统的烧纸文化感兴趣，我就会分享一些背后的文化背景。我希望我的内容既能满足观众的好奇心，也能为需要帮助的人提供实用的信息。

**Mingwei:** 您觉得您的内容对公众观念产生了哪些影响？

汤木檀泽：从粉丝的反馈来看，很多人开始觉得死亡并不可怕，而是生命的自然组成部分。他们也开始反思自己的生死观，以及如何与家人讨论这些话题。我收到过很多私信，有人说我的内容让他们有勇气提前规划自己的身后事，甚至和父母一起探讨葬礼的形式。这让我感到非常欣慰，因为改变观念是一个漫长但有意义的过程。

**Mingwei:** 对于像我这样的研究者，您有什么建议吗？

汤木檀泽：我觉得，研究传统丧葬文化一定要带着尊重去理解它，同时也要保持开放的心态，看到它与现代社会需求的结合点。多与行业从业者交流，他们的经验会为您的研究提供很多实际的灵感。