New Media Empowers the Inheritance and Development of Traditional Culture and Art

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Abstract: The purpose of this paper is to discuss the influence and promotion of new media on the inheritance and development of traditional culture and art. By analyzing the challenges and opportunities for traditional culture and art in the era of new media, and the application of new media platforms in cultural and artistic inheritance, publicity and promotion, audience interaction, etc., with a view to providing traditional culture and art inheritors and related organizations with some reference and reflection.

Keywords: New media; Traditional culture and art; Heritage development; Promotion role

1. Challenges of Traditional Culture and Art Inheritance in the New Media Era

1.1 Information overload and distraction

In the new media era, people are faced with a huge amount of information and content, which poses a challenge to the inheritance and development of traditional culture and art. With the rise of various media platforms, people can access various forms of information and entertainment at any time, which leads to distraction and fragmentation of attention. Due to the diversified and large amount of content on new media platforms, traditional culture and arts are drowned in a large amount of information, making it difficult to attract enough attention and participation. To meet this challenge, traditional culture and art inheritors need to make good use of new media platforms to attract audience attention by providing high-quality and targeted content. They can adopt creative ways to combine traditional culture and arts with current hot topics and popular elements to attract a wider audience. In addition, personalized recommendations and customized services can be provided through new media platforms to meet the diversified needs of audiences for content.

1.2 Commercialization and commercialization trends

In the new media era, commercialization has become another important factor affecting the inheritance of traditional culture and arts. The development of new media platforms makes it easier to commercialize traditional culture and art, and the trend of commercialization of traditional culture and art is strengthening. Commercialization has brought a series of problems, such as the trend of profit-oriented traditional culture and art presentation and the tendency of commodification of traditional culture and art works. In order to cope with this challenge, traditional culture and art inheritors need to pay more attention to balancing commercialization and non-commercialization factors. They need to think about how to maintain the original flavor of traditional culture and art under the premise of commercialization, and how to maintain uniqueness and individuality in market competition. At the same time, the government and relevant institutions should strengthen supervision and guidance to encourage non-commercialized dissemination and rich and diverse forms of expression of traditional culture and arts.

1.3 Regional characteristics of traditional culture and arts and the globalization impact of new media

Traditional culture and arts often have distinctive regional characteristics, but the globalization impact of new media has posed certain challenges to their inheritance and development. The popularization of new media platforms and the Internet's disregard for geographical and national boundaries have made it easier for people to come into contact with cultures and arts from all over the world, which to a certain extent calls into question the local characteristics and uniqueness of traditional culture and arts. To meet this challenge, traditional culture and art inheritors need to emphasize the regional characteristics of traditional culture and art and publicize and promote them through new media platforms. They can utilize social media and other platforms to showcase the

uniqueness of traditional culture and arts and communicate and interact with audiences around the world. At the same time, they also need to strengthen their awareness of the protection and inheritance of traditional culture and art, and ensure their full dissemination and development in the new media era through legal and policy support.

2. Opportunities for Traditional Culture and Art Inheritance in New Media

2.1 Openness and interactivity of new media platforms

The openness and interactivity of new media platforms provide new opportunities for the transmission of traditional culture and arts. The survival of traditional culture and arts often relies on the participation of the audience and the interaction of the inheritors. The openness and interactivity of new media platforms make the interaction between audiences and inheritors more convenient and frequent. Through social media and other platforms, the audience can directly interact and communicate with the inheritors of traditional culture and art. The audience can ask questions, share their views and express their preferences, while the inheritors can respond in time and push the relevant content in a targeted manner. This interactive process not only strengthens the connection between the audience and traditional culture and art, but also helps the inheritors to better understand the audience's needs and feedback, so as to carry out more accurate and customized inheritance. The openness of the new media platform also provides a broad cooperation and sharing platform for the inheritors of traditional culture and art. Inheritors of traditional culture and art can often cooperate with professionals in other fields to create and promote cultural programs. Such cooperation can not only inject new elements and innovations into traditional culture and art, but also enhance the professional ability and market competitiveness of the inheritors.

2.2 The media characteristics of new media and the artistic expression of traditional culture and art

New media has its own media characteristics, which can provide new ways and possibilities for the creation and expression of traditional culture and art. Through the new media platform, creators of traditional culture and art can use digital technology, virtual reality and augmented reality and other tools to combine traditional art forms with new media technology, opening up a new field of artistic expression. For example, traditional calligraphy art can be dynamically presented through digital technology, traditional music can be integrated with new media platforms through mashups and electronic music, and traditional paintings can be presented with three-dimensionality and immersive experience through virtual reality technology. These innovative forms of artistic expression can not only attract the attention of more young audiences, but also inject new vitality and connotation into traditional culture and art. Inheritors of traditional culture and art can utilize the new media platform to cooperate with creators and technology developers to explore the fusion of new media and traditional culture and art, and to find new forms of artistic expression and creation. Such innovative attempts will help traditional culture and art to take on new vitality and charm in the new media era.

3. The Promoting Role of New Media on the Inheritance and Development of Traditional Culture and Arts

3.1 Balance between inheritance and innovation

One of the promoting effects of new media on the inheritance and development of traditional culture and art is to realize a balance between inheritance and innovation. The inheritance of traditional culture and art should maintain its unique charm and traditional connotation, but it also needs to keep pace with the times and combine with contemporary society. Through the new media platform, traditional culture and art inheritors can make traditional culture and art more adaptable to the needs and aesthetic trends of modern society through innovation and improvement. The new media platform provides the space and opportunity for the inheritance of traditional culture and art, and the inheritors can make use of the convenience and interactivity of the new media to infuse the traditional culture and art with modern elements and personalized expressions. For example, by combining music videos, virtual reality and other technologies with traditional music, inheritors can create new and modern forms of music to attract the attention and liking of more young audiences. It is important that inheritors maintain the core values and spiritual connotations of traditional culture and art when trying to innovate. They need to respect the tradition and history of traditional culture and art while innovating, and regard innovation as a continuation and enrichment of traditional culture and art inheritance. By balancing inheritance and innovation, new media can promote the inheritance and development of traditional culture and art and make them more vigorous and attractive.

3.2 Education and popularization of culture and the arts

The new media platform provides a powerful channel for the education and popularization of traditional culture and arts. The inheritance of traditional culture and arts cannot be separated from the teaching and cultivation of traditional knowledge and skills. However, traditional education is limited by time, space and resources, which makes it difficult to meet the learning needs of the general

public. The new media platform can carry out education and popularization of culture and art through online education, webcasting and other forms. The knowledge and skills of traditional culture and art can be presented in a digitalized form, and the audience is not limited by geography and time, so they can learn and participate at any time and any place. For example, many online platforms provide online courses on traditional culture and arts such as music, dance, painting, etc., and viewers can learn by watching teaching videos and participating in online interactions. In addition, new media platforms can also increase the audience's understanding of and participation in traditional culture and art by providing relevant information on culture and art, activity promotion and other forms. Through rich and diverse content and interactive experiences, audiences can more intuitively understand the connotation and characteristics of traditional culture and art. This opportunity for education and popularization of culture and art enables more people to access and understand traditional culture and art, and enhances the society's awareness of and concern for traditional culture and art.

3.3 Audience participation and cultural identity

New media promote audience participation and cultural identification with traditional culture and art. New media platforms provide channels and opportunities for audience participation, and audiences can actively participate in the transmission and development of traditional culture and art. For example, through social media platforms, audiences can interact and communicate with the inheritors of traditional culture and art, and share their views and experiences. This opportunity for audience participation strengthens the connection and shared experience between the audience and traditional culture and art. At the same time, the new media platform also strengthens the audience's cultural identification with traditional culture and art. Through the participation and interaction of new media, audiences gain a deeper understanding of the background, history and connotation of traditional culture and art, and establish emotional identity and cultural resonance. Audiences can share and disseminate traditional culture and art as part of their own cultural identity, promoting the dissemination and development of traditional culture and art in society.

3.4 Market expansion and innovation in culture and the arts

New media provide important opportunities for market expansion and innovation of traditional culture and arts. Traditional culture and arts are often constrained by problems such as venue restrictions and limited publicity channels, which limit their dissemination and promotion in the market. The rise of new media platforms, on the other hand, allows traditional culture and art to enter a broader market through the Internet and mobile devices. Through the new media platform, traditional culture and art can realize global promotion and sale. The digitalized display and live broadcast form of traditional cultural arts can break through the limitation of time and space, so that more people can contact and appreciate the charm of traditional cultural arts. Through online sales and licensing, etc., traditional culture and arts can further expand their markets and attract more audiences and revenues. New media also provides conditions and opportunities for traditional culture and art market innovation. Through the new media platform, traditional culture and art inheritors can cooperate with creative industries and technology companies to launch products and services that combine traditional culture and art with innovative technology. Such innovations help to stimulate the vitality and creativity of the market and promote the commercialization and marketization of traditional culture and art.

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