

Research on Folk Female Red Art Inheritance and Innovation in the Era of Digital Media

Yi Yan

Xi'an University of Posts & Telecommunications , Xi 'an, Shanxi , China,710061

Abstract: This paper discusses the inheritance and innovation of folk female celebrity art in the era of digital media. Through the overview of the folk female red art, it defines its concept and various forms of expression, such as embroidery, weaving, etc. Then, the influence of digital media on the inheritance of folk female celebrity art is analyzed. Among them, from the perspectives of visual inheritance, social media platform and cross-regional inheritance, it reveals the role of digital media in display, teaching, promotion and communication, and discusses how digital media stimulates the innovation of folk female celebrity art. Through the analysis of creative expression and material process innovation, it highlights how digital media can inspire artists' innovative thinking and influence material selection and process methods. To sum up, from the dual perspective of inheritance and innovation, this study deeply discusses the influence of digital media on folk female celebrity art, and provides new ideas and inspiration for the development of traditional skills in the digital age.

Keywords: Digital media; Female red art; Art inheritance and innovation

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Foreword

The research focuses on the folk needlework art, which is a unique art form bearing history, emotion and skills. As a representative of traditional crafts, folk needlework art not only undertakes the mission of inheriting traditional skills in today's digital world, but also shows new creativity and expression under the influence of digital media. Through the discussion of visual inheritance, social media interaction, creative expression and material technology innovation, we hope to reveal how digital media connects the past and the present, integrates folk female art into the contemporary cultural context, and provide new thinking and inspiration for future inheritance and innovation.

1. Overview of the folk female red art

As one of the treasures of Chinese traditional culture, the folk female red art contains profound historical, cultural and emotional connotations. Before exploring its inheritance and innovation in the era of digital media, it is necessary to give it a comprehensive overview.

1.1 The concept of folk female red art

Folk female red art, derived from folk women's aesthetic and creativity of life, including a series of handmade art forms such as embroidery, paper cutting and textile ^[1]. It is not only a decorative object, but also a carrier of family, community and historical memory. Folk female red art embodies rich cultural traditions, reflecting the expression of social roles, religious beliefs and family values, as well as the perception of nature and life.

1.2 Various forms of folk female art

Folk female red art has become the treasure of Chinese traditional handicraft with its various forms of expression. Embroidery is one of them, with exquisite patterns embroidered on the cloth through the needle and thread, which not only highlights the delicate

emotions of women, but also conveys the culture and stories. Paper-cutting is another important form, through cutting, carving, tearing, dyeing and other crafts built on the paper art, used to decorate life or cooperate with other folk activities. These forms of expression are not only artistic creation, but also carry the historical information of social structure, values and life style. However, in the era of digital media, these traditional skills are facing new opportunities and challenges, and we need to find a balance between inheritance and innovation, so that these treasures can radiate new vitality in modern times.

To sum up, as a part of traditional culture, folk needlework art carries rich emotion, history and cultural connotation, and its various forms of expression provide us with a window to understand the past. In the era of digital media, how to inherit and innovate these traditional skills will be an important and interesting topic.

2. The influence of digital media on the inheritance of folk female art

In the context of the digital media era, the inheritance of traditional folk female celebrity art is facing new opportunities and challenges. Digital media, with its high efficiency and convenience, is profoundly affecting this ancient artistic tradition.

2.1 Visual inheritance

Digital media has brought a new display and teaching method for the inheritance of folk female art. Traditional skills often rely on oral instruction, which is easy to cause the inaccuracy and loss of information transmission. However, digital media can convey skills more vivid and intuitive through multimedia forms such as images and videos. Digital records also provide precious materials for the protection and research of skills, and help to form a more systematic and comprehensive mode of inheritance. The recording mode of digital media can not only preserve the inheritance path of skills, but also provide more systematic and comprehensive learning materials for future generations, which helps to establish a more in-depth inheritance mode. Therefore, digital media is not only a technology, but also a valuable tool for inheriting traditional skills. It enables the folk needlework art to get out of the physical restrictions, move to a broader world, and share its beauty and uniqueness with more people.

2.2 Social media platforms

Social media has become a powerful tool to promote folk female celebrity art. Artists and inheritors can use weibo, TikTok and other platforms to display the creation process and share their works to attract a wider audience. At the same time, social media platforms also provide opportunities to interact with audiences, promoting the integration of traditional skills and modern life. At the same time, it also gives the audience a deeper understanding of the artist's creative inspiration and story background.

2.3 Cross-regional inheritance

Digital media has played a positive role in the cross-regional inheritance of folk female celebrity art. With the regional flow of people's life and work, the traditional skills are often limited by the region. And digital media can break through the limitation of time and space, so that the inheritors of different regions can communicate and cooperate with each other. Online platforms can promote the exchange of skills between different regions, allowing traditional skills to be passed on around the world. This also provides an opportunity for the diversity and integration of folk female celebrity art, making the communication and collision between different cultures possible.

To sum up, digital media plays an important role in the inheritance of folk female celebrity art. Visualized inheritance, social media platforms and cross-regional inheritance have all injected new vitality into this traditional skill, allowing it to stay connected to modern society and constantly innovate and develop [2]. However, in the wave of digitalization, how to balance tradition and innovation is also a problem that needs to be deeply considered.

3. Inheritance and innovation of folk female celebrity art by digital media

In the era of digital media, the traditional folk female celebrity art is not only protected and inherited, but also offers new opportunities for creation and development. Digital media provides artists with infinite creative possibilities and affects the direction and depth of artistic innovation.

3.1 Creative expression: analyze how digital media inspires artists to create novel works

Digital media provides artists with diversified ways of creative expression. The digital platform is not limited by traditional materials and restrictions. Artists can integrate traditional needlework elements with modern visual effects through digital expression to create creative works. Xi'an university of posts and telecommunications, for example, digital art students about the digital expression of paper-cutting art research, the team through the library shu LAN paper-cut art research and combing, mining and extract the visual symbol to create, combining the traditional folk art and digital technology, in the form of animation, from the perspective of women tells the story of folk female art creators, give folk female red art new vitality. In addition, virtual

reality and augmented reality technologies enable art works to interact with the audience, bringing more dimensions to artistic creation. Digital media is not only a platform to display works of art, but also a creative inspiration library to stimulate artists' creativity.

3.2 Material and process innovation: to discuss the influence of digital technology on folk female red materials and technology

Digital media has brought a disruptive impact on the innovation of folk female materials and technology^[3]. Traditional needlework materials are limited, while digital technology enables artists to create with virtual materials, thus breaking through the traditional material limitations. Through digital design, 3D printing and other technologies, previously unimaginable materials and forms can be created, making the work more innovative and modern. In addition, digital technology can also optimize the process, improve production efficiency, and make the traditional needlework art more commercially viable.

Digital media innovation has also brought some problems, such as the authenticity of digital works and the limitations of virtual experience. In terms of innovation, digital media has inspired artists' creative expression and promoted the innovation of materials and technology. At the same time, the development of digital media may also have a certain impact on traditional craftsmanship, and inheritors need to find a balance between innovation and protection. In general, digital media has brought a broader creative space and expression channels for folk female celebrity art, and at the same time requires artists and inheritors to maintain respect and inheritance of tradition on the road of digital innovation.

Conclusion:

In the era of digital media, the folk female celebrity art radiates new vitality under the dual influence of inheritance and innovation. Starting from the concept and the expression form, the study reveals the profound connotation of this ancient art. Subsequently, the influence of digital media on its inheritance is discussed, and the positive role of digital media on the inheritance of skills is analyzed from the perspectives of visual inheritance, social media and cross-regional inheritance. However, digital innovation has also caused a series of problems, such as the protection of traditional skills and the authenticity of digital works, which need to be considered comprehensively. To sum up, the era of digital media provides a new path for the inheritance and innovation of folk female celebrity art. It not only enables this traditional skill to be more widely spread, but also stimulates the creativity and vitality of the creation. However, under the impact of digital media, we also need to stick to the bottom line of tradition and maintain respect for and inheritance of skills. Through a reasonable balance, we can make the folk needlework art shine more dazzling in the era of digital media. This combination of tradition and modernity will bring us a more diverse artistic experience.

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