

# The inheritance and development strategy of Chinese traditional culture under the background of media Digitalization

Juan Jiang, Qing Fan

Shenzhen Polytechnic, Shenzhen, Guangdong 518055

**Abstract:** according to the current development of digital communication in China, the number of domestic digital communication technology and users continues to grow, reflecting the development trend of digital technology in the new era. According to official statistics, by June 2022, the number of Internet users in China had exceeded 1.05 billion, almost all of them mobile Internet users. In this context, the ever-changing digital communication technology has brought new challenges and opportunities for the inheritance of excellent traditional culture, and has helped the traditional culture reappear in front of the world in a more diversified, novel and efficient way, becoming a new channel and new means for the development of traditional culture. Based on the background of media digitalization, this paper studies the inheritance and development of Chinese traditional culture, and explores new ways to carry forward Chinese traditional culture from three aspects: characteristics, positive influence and inheritance strategies.

**Key words:** media digitalization; Chinese traditional culture; Inheritance; Development; Strategy

## 1. Characteristics of digitalization of traditional culture

The development and application of digital technology can realize the harmonious unity of culture and technology, showing the effect of “1+1>2”. Digitization refers to replacing the existing information with measurable digital symbols to become a digital model, and finally become a code, which is input into the computer, so as to realize massive information storage, light speed transmission and cloud sharing. The digital development of traditional culture is based on the protection needs of traditional culture, and is deeply integrated with digital technology to transform traditional culture into a digital form that can be stored, managed and shared, which has become an important way to carry forward Chinese traditional culture and protect traditional culture.

### 1. Database based

Digitalization is an important way of traditional culture dissemination and innovation, which is based on digital acquisition and storage technology. In recent years, the speed of domestic technological innovation has accelerated, and many emerging digital technologies have emerged. This can not only transform traditional cultural objects into digital formats, and store them in storage media more conveniently, but also play the role of network database to manage these information in a unified way. The National Palace Museum and Dunhuang Research Institute have created “digital Palace Museum” and “digital Dunhuang” databases, and the Ministry of culture has also created a large cultural database with Chinese characteristics to protect traditional culture and enable it to continue to pass on. This can not only continue the Chinese culture, but also provide more convenient services to the public. The Cultural Database breaks through the boundaries of region and culture, and uses digital means to realize the online browsing of traditional culture, which can more effectively spread China’s traditional culture and make it more convenient for people to study traditional culture.

### 2. Digital artistry

The application of digital technology and the dissemination of excellent culture should be based on the protection of “static culture” and unswervingly implement “dynamic culture”

Culture “. The world is in constant motion, and the culture is changing with it, and different national characteristics are integrated. Therefore, using digital technology to innovate and activate traditional culture can realize the deep integration of the two, which is conducive to the application of subsequent digital technology. Digital artistry refers to the use of traditional Chinese culture as a source of inspiration and digital new media technology as a means to re create or re create traditional cultural content to form digital content products, such as digital animation, books, games or mobile applications. In the past two years, the Palace Museum has combined the digital technology of the media to create a variety of apps or animations to reproduce the historical essence for users with digital content.

### 3. Cloud servitization

In the 21st century, social development has entered the information age. Big data and cloud computing rely on each other to promote a breakthrough in the industrial revolution, and cloud services are also born. The cloud service formed by the Internet service mode, serving individuals or organizations around the world, is the inevitable trend of the future development of digitalization. The director of the National Palace Museum has a long-term vision and started to study the future intelligent Museum early. For example, using the “digital Duobao Pavilion” project and big data technology to understand and analyze user preferences, it is worth learning from other digital projects. The information age has spawned a large number of data and information. Cloud service is the inevitable trend of digital development in the future. It will provide services for public cultural service institutions and eventually radiate to the whole society.

## 2. The positive impact of media digitalization on the inheritance and development of Chinese traditional culture

### 1. Help to broaden the path of Chinese cultural heritage

Before the emergence of digital media, the main carriers of the inheritance and development of China’s traditional culture were

periodicals, magazines, television broadcasting and other more traditional ways, and the way of cultural inheritance was relatively single. In the form of traditional media communication, because of the particularity of the cultural communication carrier, it is inconvenient to carry it with you, so a stable environment is needed. The realization of media digitalization is the result of constantly updating digital communication technology, and people's use is more convenient. Digital TV programs can use network technology to transmit them to the receiving end of digital TV programs. The emergence and popularization of network TV and mobile TV has changed the way people watch TV. After the emergence of mobile media, people's lives have also changed dramatically. With the help of mobile tools, people can realize their "desire" to know the world at any time. Because of the rapid development of digital media, China's traditional cultural heritage has a broader channel, which is extremely beneficial to the subsequent development of traditional culture.

#### 2. Help to expand the scope of traditional culture inheritance

Compared with the traditional presentation methods, the existing digital communication methods can more comprehensively, multi perspective and three-dimensional display the traditional culture, which also virtually expands the coverage of China's traditional culture, making it more in line with the actual needs, and the number of audiences has increased significantly. From the perspective of practical application effect, the development and application of digital media technology has obviously been favored by the majority of young people. They can easily browse and learn traditional culture by opening mobile media and using the Internet platform, which also creates more opportunities for young people to contact traditional culture. It is precisely because digital media has the characteristics of being suitable for all ages, timeliness and convenience, so the scope of traditional culture inheritance has been expanded, and the speed and efficiency of traditional culture transmission have been improved.

### 3. The inheritance strategy of Chinese traditional culture under the background of media Digitalization

Media has the basic function of spreading traditional culture, especially in the era of digital media. The emergence of many new media has provided a more convenient way to spread traditional culture, and also made the content of cultural communication more extensive, the forms of communication more diversified, and the effect of communication has also achieved good results. For example, in order to meet the people's recognition requirements for traditional culture in the digital era, CCTV has launched a series of programs with traditional cultural charm, such as "Chinese poetry conference", "China on the tongue", "China in classics", etc., which have played an indelible role in promoting Chinese traditional culture. This kind of program uses the rapid development of digital technology, enriches the mode of transmission of information, and innovates both in the content and mode of transmission, and begins to pay attention to the social influence of traditional culture. However, the connotation of traditional culture is extremely rich, and the cultural communication in the digital media era still has some problems, such as the lag of communication concept, the similarity of communication content, and the lack of communication skills, which is extremely disadvantageous to the inheritance of traditional culture. Therefore, in terms of the inheritance of traditional culture, we should gradually expand the communication content, innovate the communication mode, improve the communication effect of traditional culture and enhance the social influence with the help of emerging technologies.

#### 1. Excavate the meaning of traditional culture and disseminate high-quality content

In the era of digital media, if you want to inherit Chinese traditional culture, you need to provide users with more high-quality

Content is the basis. We should prevent the homogenization of cultural communication content and constantly explore the connotation and characteristics of culture. Because traditional culture has a thousand years of accumulation, rich connotation and a long history, many we media users will lose their characteristics in the process of communication because they do not understand the cultural connotation and cultural significance, and can not truly reflect the role of traditional culture. When excavating the connotation of traditional culture, we need to start from two aspects: on the one hand, the communication of traditional culture needs to highlight the real concept of communication, show the charm of culture, and play the role of traditional culture, so that everyone can pay attention to traditional culture from the concept; In addition, we should find excellent Chinese stories around us, and use storytelling to enhance the interest of traditional culture, so as to attract more young people, make them willing to participate in the dissemination of traditional culture, and enhance the communication effect. In addition, we also need to play the role of traditional culture to make it guiding.

#### 2. Build the mode of "traditional culture + brand" and carry forward traditional culture

As an intangible asset and an important intellectual property right, brand is a valuable productivity. Brand strategy is an effective way and an important carrier of cultural output. With cultural gene empowerment as the core and modern consumer goods as the carrier, traditional culture is integrated into brand creation to form brand cultural connotation with oriental wisdom, enrich consumers' spiritual and cultural life, and more in line with the basic laws of industrial development in the new era. In the context of media digitalization, the inheritance of Chinese traditional culture should also pay attention to brand effect, which can create the mode of "traditional culture + brand" and promote products to become the carrier of culture. The accumulation of Chinese traditional culture for five thousand years is long and long. Most of them are far away from modern people, and there will be restrictions on understanding. Most of the traditional cultural communication is carried out from the aspects of creating tourist attractions and strengthening science popularization. These methods certainly play a positive role in the dissemination of China's traditional culture and highlight the cultural characteristics. However, the audience's acceptance is limited and has not achieved the expected effect. In this regard, we can use digital technology to carry forward traditional culture in a unique way. In 2020, the 600 year old \micro blog topic reading of the Forbidden City will exceed 200million, and the Forbidden City will become the strongest cultural IP on the surface. Following the Forbidden City, Dunhuang IP has emerged from the

circle due to its historical attributes and elegant and romantic characteristics of the Millennium prosperous silk road, which attracts many cultural and creative developers. In the dewu app community, commodities with traditional cultural design elements such as spring festival customs, Chinese zodiac, strong national style, Chinese painting and calligraphy have become the most popular new year fashion products for a time. Young consumers unlock the trend of new play through ar “cloud trial”, and pass on the national fashion culture with the help of digital technology in the gloomy New Year atmosphere

### 3.Enrich digital communication forms and improve communication effects

With the optimization and innovation of science and technology, we have ushered in the era of digital media, which makes information dissemination more diverse and rich. In order to further promote and innovate traditional culture, it is necessary to introduce a variety of digital media, so as to innovate the mode of communication, enrich the content of communication, and finally optimize the effectiveness of communication. Based on this, we can rely on a variety of advanced technologies to build an online and offline integration mode in the transmission of traditional culture, so as to improve the openness, interactivity and entertainment of cultural communication. In the process of cultural communication, we can organize cultural and art festivals, traditional culture and art exhibitions, and build traditional culture museums, cultural learning bases, etc., so as to ensure the wide spread and influence of traditional culture offline. At the same time, we should also focus on the interaction and participation of traditional culture communication. In addition, online communication channels can also be expanded. Traditional culture can be publicized by relying on platforms such as B station, Zhihu, xiaohongshu, microblog, and dithering. Short videos, pictures and texts can be combined to improve the quality of online communication and create a strong traditional cultural atmosphere, so as to attract more people to participate in the dissemination and innovation of traditional culture. In addition, we can also use digital media to create 3D scenes, so as to highlight the audio-visual characteristics of traditional culture. We can use AR, VR and other technologies to create audio-visual feast of traditional culture communication, and ultimately break the space-time barrier, enrich people’s experience and perception, and finally expand the social influence of traditional culture.

### 4.Reshape the audience’s consciousness of cultural communication and consolidate the ideas

With the rapid development of digital media, the transmission speed of traditional culture continues to increase, and the communication mode continues to innovate. Finally, it can effectively strengthen the inheritance and development of traditional culture, and highlight the dominant position of the audience in cultural communication. The audience is no longer passively accepting information, but actively choosing information. Only the communication selected and accepted by the audience is effective communication, and the communication audience has become the most important factor to determine the communication effect. In addition, communicators should also study the psychological tendency of the audience in combination with the current social development trend and the development background of the times, so as to choose the communication content and methods that meet the psychological needs of the audience, and ultimately obtain the wide recognition and favor of the audience, and finally optimize the effectiveness of traditional culture communication.

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