

Research On the Dissemination and Preservation of Traditional Culture in The Era of New Media

Shuxuan Lyu

School of Social Sciences and Humanities, Loughborough University, Loughborough, United Kingdom

S.Lyu-22@student.lboro.ac.uk

Abstract. Traditional culture represents the spiritual essence and civilization symbols of a nation, facing numerous challenges in inheritance and development in the era of new media. Traditional cultural dissemination is hindered by outdated and monotonous forms, failing to engage modern audiences effectively. Public awareness and identification, especially among the younger generation, remain relatively low. Additionally, digital preservation efforts lag behind, exacerbating the shortage of skilled inheritors of traditional arts and crafts. These factors collectively constrain the dissemination and protection of traditional culture. Therefore, innovation in dissemination methods to enhance influence, intensified efforts in digital preservation to cultivate inheritors, and a focus on sustaining cultural vitality while avoiding excessive formalization are essential. Only through embracing the original, integrating external influences, and innovating continuously can traditional culture thrive and shine brightly in the new era. Maintaining its vitality in the current cultural landscape requires a balance of preservation and adaptation.

Keywords: traditional culture; new media era; cultural continuity.

1. Introduction

Traditional culture serves as the spiritual home of a nation, embodying ancestral wisdom and civilization experiences. It nurtures national values, thinking patterns, and customs, serving as a vital source of national identity and cultural confidence. However, amidst rapid societal changes and developments, traditional culture encounters unprecedented challenges in dissemination and survival. On one hand, due to limited and outdated dissemination channels, traditional culture struggles to capture the attention of modern audiences. On the other hand, inadequate digital preservation efforts place outstanding cultural heritage at risk of loss, compounded by a scarcity of inheritors skilled in traditional crafts. Addressing how to innovate dissemination models to expand influence, enhance digital preservation efforts to foster inheritors, and authentically achieve the inheritance and innovation of traditional culture in the context of the new media era poses a significant challenge.

2. Impact of the New Media Era on Traditional Culture

The advent of the new media era has brought unprecedented opportunities and challenges for traditional culture. The rapid development of new media technologies enables seamless dissemination of information across different channels, revitalizing traditional culture with newfound vitality. Through platforms like live streaming and short videos, intangible cultural heritage projects and folk art performances reach broader audiences, rejuvenating traditional culture among younger demographics. Simultaneously, the interactivity and community attributes of new media provide diverse stages for traditional culture, transforming passive audiences into active participants who engage, share, and create, thereby infusing traditional culture with new vigor during its dissemination[1].

However, the new media era also poses some negative impacts on traditional culture. The frequent updates and fragmented presentation of information in new media lead to audience distraction and difficulty in sustaining prolonged attention towards traditional cultural works. Furthermore, to cater to popular preferences, some traditional cultural content may undergo excessive commercialization

and entertainment-oriented adaptations, potentially distorting its intrinsic spirit. Moreover, the openness of the online environment enables the proliferation of "fake antiques" and culturally misrepresented products under false packaging, undermining the authenticity and authority of traditional culture. Hence, preserving respect and reverence for traditional culture in the new media environment emerges as a critical challenge.

3. Issues Facing the Dissemination and Preservation of Traditional Culture in the New Media Era

3.1. Main Issues in Dissemination

3.1.1 Monotonous Expression Modes of Traditional Culture

In the new media era, the dissemination of traditional culture remains predominantly in outdated and monotonous forms, significantly lagging behind and failing to capture the attention and interest of modern audiences. Traditionally, promotion of traditional cultural projects heavily relies on offline exhibitions, physical displays, and explanatory interviews, lacking innovative and engaging presentation methods. While these traditional methods possess unique qualities, they often appear dull and fail to resonate with contemporary individuals in the fast-paced, highly distractible environment of new media[2]. Even when some traditional cultural projects attempt to promote themselves on emerging new media platforms, their presentation forms typically limit to simple text and image displays, without fully leveraging the diverse dissemination advantages of new media such as short videos and interactive live broadcasts. The lack of interactive experiences with younger audiences often renders most traditional cultural projects perceived as "old-fashioned" and "outdated," struggling to attract the attention and understanding of the modern, highly mobile-internet-oriented younger generation.

3.1.2 Low Awareness and Influence of Traditional Culture

Due to prolonged ineffective promotion, traditional culture generally suffers from low awareness and influence among the public, especially among younger demographics. Compared to entertainment-oriented, fashionable, and personalized cultural content, the core spirit and cultural values of traditional culture are often perceived as "antiquated" and lacking appeal. In today's fast-paced lifestyle, the general public finds it challenging to immerse themselves in the delicate connotations embedded within traditional culture, thereby affecting their understanding and recognition of outstanding traditional culture. Particularly among younger audiences, lacking a sense of cultural identity and awareness of cultural inheritance makes it difficult for them to develop a strong interest in refined traditional culture, often equating it with mere "antique-like" artifacts. Such misperceptions significantly undermine the vitality and continuity of traditional culture[3]. Moreover, amidst the wave of commercialization and fast-food culture, the rise of some entertainment-oriented and superficial "pseudo-cultural" products further disrupts and dilutes the public's understanding and appreciation of genuine, excellent traditional culture.

3.2. Main Issues in Preservation

3.2.1 Lagging Digital Preservation Efforts

Digital preservation serves as a crucial means for modern cultural heritage protection, particularly in recording and safeguarding fragile intangible cultural heritage. However, in China, efforts in this field remain significantly behind, generally at a preliminary stage with numerous shortcomings. Firstly, there is a lack of systematic planning and long-term strategies, often resulting in digital preservation efforts lagging behind actual needs. Due to a shortage of professional talents in digital preservation, many projects lack effective safeguards for the quality of preservation, posing risks of omission and content distortion. Moreover, inadequate funding has hindered the widespread adoption and promotion of advanced digital equipment. Consequently, despite ongoing preservation efforts

over time, a large number of precious intangible cultural heritage projects remain incompletely archived digitally[4]. Once their inheritors pass away, these once splendid cultural treasures may disappear forever into the annals of history. Even for projects included in protection lists, insufficient dynamic updates and enhancements may lead to omissions or inaccuracies in records. Therefore, accelerating the pace of digital preservation, increasing investment, and addressing the challenges of talent and funding shortages are urgently needed.

3.2.2 Shortage of Skilled Inheritors of Traditional Crafts

In addition to static preservation through digital means, cultivating and attracting skilled inheritors of traditional crafts is crucial for sustaining the vitality of traditional culture. However, China currently faces a severe shortage of talent in this field. With the widespread adoption of modern lifestyles and accelerated industrialization, an increasing number of young people are pursuing careers in fashion and modern professions, leading to a continuous decline in the number of individuals practicing traditional handicrafts. Some once highly esteemed folk exquisite crafts, such as straw rope weaving and handmade slippers, are gradually fading away and nearing the brink of extinction[5]. While some older generations continue to persevere in passing down their crafts, factors such as advanced age, low economic income, and lack of social recognition pose significant obstacles to the continuity of craftsmanship. There are few young apprentices in traditional crafts, raising concerns about the future inheritance of traditional crafts. Addressing how to attract new talents to join the traditional handicraft industry, and nurturing a new generation of passionate inheritors, represents a critical and pressing challenge.

3.3. Contradictions and Conflicts between Dissemination and Preservation

The dissemination and preservation of traditional culture appear to be complementary goals, but in practice, they also involve inherent contradictions and conflicts. To enhance the dissemination effectiveness of traditional culture, it is inevitable to adapt and refine cultural content to a certain extent. However, excessive emphasis on spectacle and modern aesthetics at the expense of cultural essence can lead to cultural distortion and alienation. For instance, in the promotion of certain ethnic dances or operas, adjustments are often made to costumes, props, and actions to cater to modern aesthetics, sometimes injecting popular elements[6]. While these adaptations may appear more fashionable and dynamic, they can distort the original cultural significance.

Simultaneously, in efforts to attract younger audiences, some promotional strategies for traditional culture tend to overly emphasize "youthfulness" and "internet celebrity status," leading to the emergence of vulgar content that conflicts with cultural spirit. Such alienation phenomena warrant caution. Furthermore, while digital preservation and online exhibitions expand the coverage of traditional culture, there is also a risk of excessive virtualization, potentially leading to misconceptions about traditional culture. For example, certain valuable intangible cultural heritage projects, when displayed online without physical references and explanations, may easily mislead viewers into believing they have a complete understanding, overlooking the profound cultural heritage behind them[7].

4. Strategies for Traditional Culture Dissemination and Preservation in the New Media Era

4.1. Strategies for Dissemination

4.1.1 Diversify Traditional Cultural Dissemination Formats

Faced with the challenge of traditional cultural dissemination being too conventional, leveraging new media technologies to diversify dissemination formats is crucial. Firstly, developing immersive digital display platforms with a sense of technology and experiential immersion is essential. For example, utilizing virtual reality (VR), augmented reality (AR), and other technologies to allow audiences to virtually participate in folk activities or observe traditional craftsmanship processes in

immersive settings. Secondly, exploring innovative and engaging dissemination methods such as organizing short video challenges, interactive live streaming, etc., can make traditional cultural content more vivid and appealing to younger audiences. Additionally, incorporating gamification and animation can provide traditional culture with a fresh audiovisual experience[8]. Furthermore, mainstream media should increase efforts in promoting outstanding traditional culture through in-depth reports, special programs, and integrating elements of fashion culture to enhance its relevance and appeal. Continuous innovation in dissemination formats is essential for traditional culture to thrive in the new media era.

4.1.2 Enhance Influence and Awareness of Traditional Culture

Low influence and awareness of traditional culture are significant barriers to its dissemination and continuity. Therefore, enhancing the social influence and public awareness of traditional culture is crucial for its sustainable development. On one hand, relevant government departments and cultural institutions should intensify support and promotion of outstanding traditional culture by formulating supportive policies and increasing financial investment to create a conducive environment for its survival. Simultaneously, leveraging mainstream media's role in guiding public opinion through in-depth reports, special programs, etc., is vital to cultivate public understanding and acceptance of traditional culture[9]. On the other hand, actively attracting and encouraging innovation and entrepreneurship in traditional culture can inject vitality into it, enhancing its relevance and appeal. Additionally, strengthening traditional cultural education in schools to cultivate cultural identity among youth from the outset is beneficial for raising societal awareness levels. Only through concerted efforts of government, media, and social capital can traditional culture truly consolidate its influence, garner rightful social status, and secure avenues for development.

4.2. Strategies for Preservation

4.2.1 Accelerate the Pace of Digital Preservation

Digital preservation is a crucial measure to ensure the continued inheritance and development of traditional culture, necessitating expedited progress in this field. Firstly, it is imperative to increase policy and financial support to create favorable conditions for digital preservation. Formulating practical digital preservation plans, specifying tasks and timelines, and continuously investing in specialized funds for hardware infrastructure and talent development are essential steps. Additionally, expediting the formulation of relevant laws and regulations to provide robust legal support for digital preservation is crucial. Secondly, efforts should focus on cultivating and introducing professional talents in digital preservation to enhance the quality and standards of preservation work[10]. This can be achieved through various means such as school education and corporate training, as well as by importing digital preservation experts from overseas to impart advanced skills. Thirdly, enhancing collaboration among different regions and industries, integrating existing resources, and avoiding redundant construction are essential. For instance, establishing a digital cultural heritage resource sharing platform to achieve open sharing of digital resources across regions and disciplines. Only by ensuring the institutionalization, professionalization, and coordination of digital preservation can we maximally protect valuable traditional cultural heritage and sustain cultural vitality.

4.2.2 Cultivate Traditional Artisan Successors

The preservation of traditional craftsmanship faces the challenge of talent shortage, necessitating comprehensive efforts to nurture and support a new generation of successors. Firstly, providing policy support at the governmental level, introducing relevant preferential policies and financial assistance, elevating the social status and treatment of traditional artisans to attract more young people to join the field. Secondly, integrating traditional craftsmanship education into modern educational systems, such as introducing related courses in primary and secondary schools to cultivate students' interest in handicrafts, laying a foundation for the inheritance of folk craftsmanship. Furthermore, encouraging higher education institutions and vocational schools to offer relevant majors to systematically cultivate professional talents in traditional craftsmanship. In addition to formal education, leveraging

existing folk craftsmanship masters through apprenticeships and practical exercises to train the younger generation in practical skills. Additionally, utilizing modern technological means to systematically record and document craft processes through images and digitalization to provide reference guidance for future learners. Lastly, relevant institutions should intensify efforts in promoting outstanding traditional craftsmanship to enhance public understanding and appreciation of the charm of folk crafts, fostering a positive societal atmosphere of attention and support.

4.3. Emphasizing Vitality in Heritage Conservation, Avoiding Over-formalized Protection

In the dissemination and preservation of traditional culture, it is crucial to prioritize the inherent vitality of culture and avoid overly formalized protection measures that neglect its life force. Simply pursuing the integrity and authenticity of protective forms without injecting new vitality and keeping pace with the times may lead to the dilemma of becoming "living relics," characterized by rigidity and stagnation. For traditional culture to truly thrive, it must be closely connected to contemporary societal development. Specifically, while maintaining the core cultural essence, it is essential to integrate new elements and imbue it with contemporary characteristics to achieve cultural innovation and inheritance. For instance, revitalizing historically rich neighborhoods through dynamic preservation efforts not only preserves their overall appearance but also introduces modern functionalities, injecting new life into them.

In the protection of intangible cultural heritage, it is important to explore the cultural ideas and spiritual core it embodies, integrating them with contemporary realities to avoid formalism. Furthermore, increasing public, especially youth, participation in cultural inheritance enhances the vitality of traditional culture. Utilizing new media platforms for interactive experiences and immersive participation allows the public, especially young people, to personally experience the charm of traditional culture, fostering a sense of identification and love for it. Additionally, through mentorship and practical training, the younger generation can become inheritors and disseminators of traditional craftsmanship, ensuring the spiritual essence and ideological concepts of culture are passed down through generations.

In conclusion, the protection and development of traditional culture should not remain static or conservative but should be a continuous process of innovation and adaptation to contemporary needs. This approach ensures its perpetual vitality and integration into modern life.

5. Conclusion

Traditional culture constitutes the root and soul of a nation, representing its most precious spiritual wealth. In the era of new media, ensuring the continuation of its inherent vitality while balancing dissemination and preservation is a pressing and significant challenge. We must focus on innovating communication methods to enhance the influence and awareness of traditional culture. Simultaneously, increasing efforts in digital preservation and cultivating successors in traditional craftsmanship are crucial. Moreover, emphasizing dynamic preservation over formalism ensures that traditional culture integrates seamlessly into contemporary life, evolving with the times. Only by integrating innovative concepts throughout the entire process of dissemination and preservation can traditional culture continue to thrive vigorously in the new era. It serves as an inexhaustible source of nourishment for national spirit and contributes unique intellectual achievements to the progress of human civilization.

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