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Douyin Platform Non-Legacy Dissemination in the Case of Dunhuang Painting Institute to Explore the Practice of Culture in the Era of New Media

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Abstract: With its unique artistic style, deep cultural significance, and historical value, Dunhuang culture has captivated numerous enthusiasts and tourists. In the current environment, integrating Dunhuang intangible cultural heritage (ICH) with new media elements is a challenging task. Particularly, how to effectively promote and spread the Dunhuang ICH to a wider audience through platforms like Douyin, in order to make more people understand and appreciate Dunhuang ICH, has become a new issue faced by the Dunhuang Research Academy's short video platform management. This study employs the methods of literature analysis, survey questionnaires, and empirical research to explore the current status, issues, and strategies of promoting intangible cultural heritage by Dunhuang Academy on the Douyin platform. By analyzing literature and conducting surveys, we gain insights into users' awareness and demands for Douyin and Dunhuang culture. With the aforementioned background, this article takes Dunhuang Research Academy as an example and focuses on the perspective of the Douyin short video platform to explore the promotion issues of Dunhuang intangible cultural heritage and provide optimization suggestions, aiming to provide reference for the subsequent promotional strategies of Dunhuang ICH. The results indicate that by disseminating and promoting Dunhuang intangible cultural heritage on the Douyin platform, it is possible to better capture the attention of young people, enhance public awareness and understanding of traditional culture, and provide new opportunities and challenges for the preservation and inheritance of intangible cultural heritage.

Keywords: Intangible Cultural Heritage Dissemination; Douyin Platform; New Media.

1. Introduction

1.1. Research Background

From the report of the 20th National Congress of the Communist Party, people have deeply realized the importance of cultural confidence and self-improvement, and are committed to building a more prosperous socialist cultural environment. Therefore, we will continue to explore the spiritual essence of Chinese excellent traditional culture, actively explore and innovate to enhance the soft power of the national culture, and broaden the influence of Chinese culture. The entire Party and people of all ethnic groups are working together to create a brighter future.

The popularization and influence of the Douyin platform have made intangible cultural heritage one of the cultural forms with a massive user base and widespread influence globally. Douyin has already exceeded 800 million users and is available in multiple countries and regions worldwide. This makes Douyin one of the important platforms for spreading culture and values. Dunhuang culture has attracted numerous cultural enthusiasts and tourists with its unique artistic style, rich cultural connotation, and historical value.

Through the Douyin short video platform, we can present traditional culture to the public in a three-dimensional and interesting way. By using the online production features on the Douyin platform, we can combine the live production scenes of intangible cultural heritage creators with multiple elements such as music, images, and text, vividly showcasing the depth of traditional craftsmanship and culture. This achieves a shift in aesthetic perspective from "static" to "dynamic" and allows more people to understand intangible cultural heritage.

However, integrating Dunhuang intangible cultural heritage with new media elements is a challenging task in the current environment. The issues of operation and collaboration models need to be resolved. Particularly on the Douyin short video platform, how to effectively promote and spread intangible cultural heritage to a wider range of areas so that more people can learn about and recognize Dunhuang intangible cultural heritage, has become a new challenge for the management of the Dunhuang Academy's short video platform.

Based on the above background, this article takes the Dunhuang Academy as an example, focuses on the perspective of the Douyin short video platform, explores the promotion issues of Dunhuang intangible cultural heritage, and proposes optimization suggestions to provide reference for the publicity strategy of Dunhuang intangible cultural heritage.

1.2. Research Methods

This study extensively explores the current status, issues, and strategies of promoting intangible cultural heritage by Dunhuang Academy on the Douyin platform, utilizing methods such as Bibliometric analysis, survey questionnaires, and empirical research. Through the design and implementation of survey questionnaires, insights are gained

regarding users' awareness, interest, and demands for the Douyin platform and Dunhuang intangible cultural heritage, as well as their expectations and suggestions for Dunhuang Academy's promotion of intangible cultural heritage on the Douyin platform. The questionnaire was conducted in August 2023 using an online survey platform. A total of 120 questionnaires were distributed, and 100 responses were received, resulting in a response rate of 83%. The survey was open for two weeks. The questionnaire was available in both English and Chinese and took approximately 10 minutes to complete. Additionally, statistical analysis of survey results reveals the role, advantages, and challenges of the Douyin platform in disseminating Dunhuang culture. The comprehensive analysis of the aforementioned research methods provides guidance and reference for the development of strategies and practices in promoting intangible cultural heritage on the Douyin platform. The combined application of these methods enriches the research content and enhances its credibility and practicality.

1.3. Can Short Videos Promote Dunhuang's Intangible Cultural Heritage?

(1) This study on the promotion of Dunhuang intangible cultural heritage can compensate for the lack of development on the short video platform and deepen the research on related intangible cultural heritage promotion.

(2) Research on promoting intangible cultural heritage on short video platforms is an area where Dunhuang ICH falls short in self-promotion. Through short videos, it can be promoted to a broader audience, increasing public awareness and understanding of Dunhuang ICH, and providing new opportunities for the protection and inheritance of Dunhuang ICH. It gives some insights for the future development of Dunhuang ICH.

(3) Dunhuang, as an important cultural and tourist destination, can further promote its cultural and tourism resources through the development of the Douyin platform. The short video format on Douyin can visually showcase the beauty and uniqueness of Dunhuang, inspiring tourists' curiosity and desire for exploration.

1.4. Definition of New Media

From Journalism University Magazine we can see that New media is a form of media that is based on digital technologies and the Internet to achieve the process of acquiring, processing, disseminating and interacting with information, which makes the processing and dissemination of information more efficient, accurate, comprehensive, instantaneous, interactive, personalized and free.

However, from Encyclopedia Britannica, it says that New media refers to media that are based on digital technologies and the internet, and which use interactive, multimedia, real-time, and globalization. New media encompasses a variety of platforms such as websites, social media, online advertising, mobile applications, and other media. New media encompasses a variety of platforms such as websites, social media, online advertising, mobile applications, and games.

Also extracted from Oxford Reference, New media is a form of communication that combines traditional media with digital media technologies. It is characterized by new media includes a wide range of platforms, such as social media, blogs, podcasts, and online news websites. New media includes a wide range of platforms, such as social media, blogs, podcasts, and online news websites.

I completely agree with the statement taken from Oxford Reference. The emergence of new media has transformed the way information is created, consumed, and shared, resulting in a more dynamic and participatory environment. The interactive and networked nature of new media has made it possible for people to engage in real-time conversations and collaborate with others on a global scale. The digitization of content has enabled new media to offer a wide range of formats, from text and images to audio and video, enhancing the overall user experience. The diverse platforms that constitute new media have also revolutionized the way news is disseminated and consumed, making it more accessible and personalized.

1.5. Characteristics of New Media

One notable characteristic of new media is that it disseminates information through digital means. Digitization makes information processing, replication, and transmission more efficient and convenient, while also reducing the cost of dissemination. The significant difference between new media and traditional media lies in their interactive forms. Traditional media have a more monotonous mode of interaction, with information dissemination being one-way, whether it is radio, television, or newspapers. New media enables personalized information dissemination and reception, similar to the subscription model of books and newspapers in traditional media. New media is a technology that transcends time and space, utilizing various technologies such as satellites and the Internet to disseminate information globally, allowing people to perceive the world more intuitively. Furthermore, it provides users with a platform to participate and express their thoughts, enabling them to better understand the world. Simultaneously, the timeliness of new media allows users to access the latest information and content at any time and rapidly spread important events and hot topics. New media also customizes content and services based on users' personalized needs. Additionally, on new media platforms, users can share, comment, and communicate with others through social media platforms, enhancing interaction and connection among users. (zhao,2022)

2. Analysis and Questionnaire Survey of Dunhuang Painting Academy

2.1. Status Quo Analysis

From 2025 to 2035, the "14th Five-Year Plan for the Protection of Intangible Cultural Heritage" will become a new focus of protection, and "significant international influence of intangible cultural heritage" will be an important component of it. The goal is to effectively protect our intangible cultural heritage in the future digital era through various forms such as data, applications, content, services, and products, ensuring its effective preservation. Deputy Secretary-General Yuan stated in an interview with China Urban Daily that with the rapid development of digital information technology, it has permeated all aspects of our social and economic life. Digital development has become a new trend, not only helping us to protect and inherit intangible cultural heritage more effectively but also promoting their effective utilization.

As a popular short video platform, Douyin provides a good platform for the Dunhuang Academy to promote and publicize its cultural heritage. Many users on Douyin share and watch content related to culture and art, including Dunhuang murals and Mogao Caves. Therefore, the

Dunhuang Academy has a great opportunity to attract more attention and understanding of Dunhuang's intangible cultural heritage on the Douyin platform.

If the Dunhuang Academy can actively produce related content on the Douyin platform, such as introducing the history and cultural background of Dunhuang murals, showcasing the process of mural restoration and protection, or sharing relevant artistic creations, it can attract more users and further enhance the influence of Dunhuang's intangible cultural heritage among the younger generation. In addition, cooperating with art enthusiasts and cultural institutions on Douyin or promoting through media can help expand the visibility and influence of the Dunhuang Academy on the Douyin platform. (wei&you,2023)

2.2. Analysis of Survey Research Report

2.2.1. Types of Douyin Videos that are Often Watched

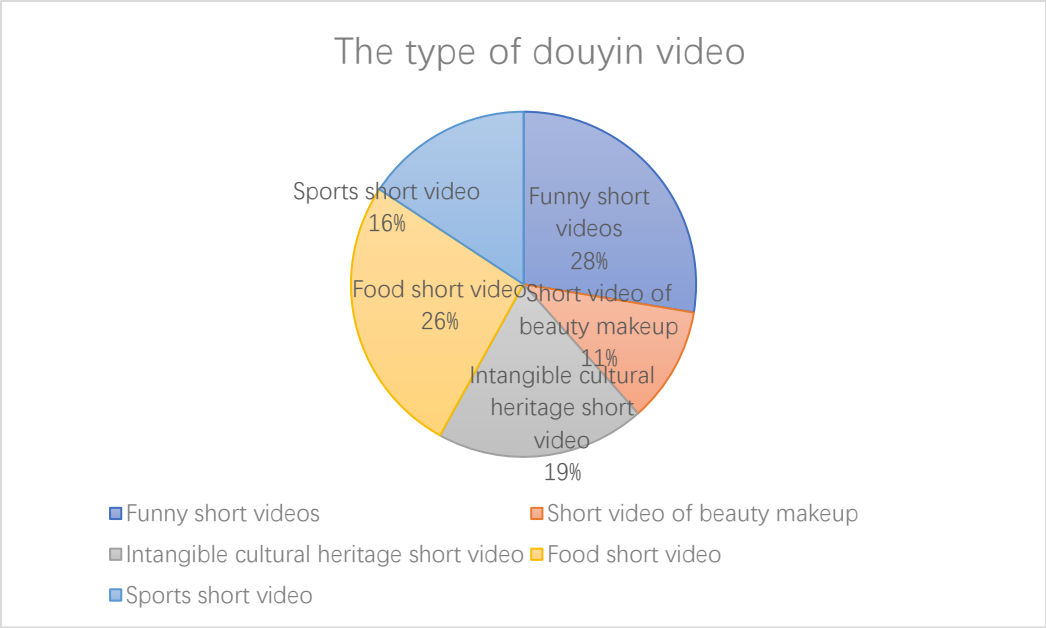

Figure 1. The type of douyin video

After conducting a survey, we asked respondents about the types of videos they would like to watch on Douyin (the Chinese version of Douyin). The survey results indicate that 79% of the respondents prefer funny videos, while 56% expressed a special interest in videos related to intangible cultural heritage. This finding reflects users' demand for entertaining content as well as their strong interest in traditional culture. On Douyin, users not only seek entertainment but also have a positive attitude towards preserving and inheriting traditional culture.

2.2.2. Ways to Learn About Dunhuang

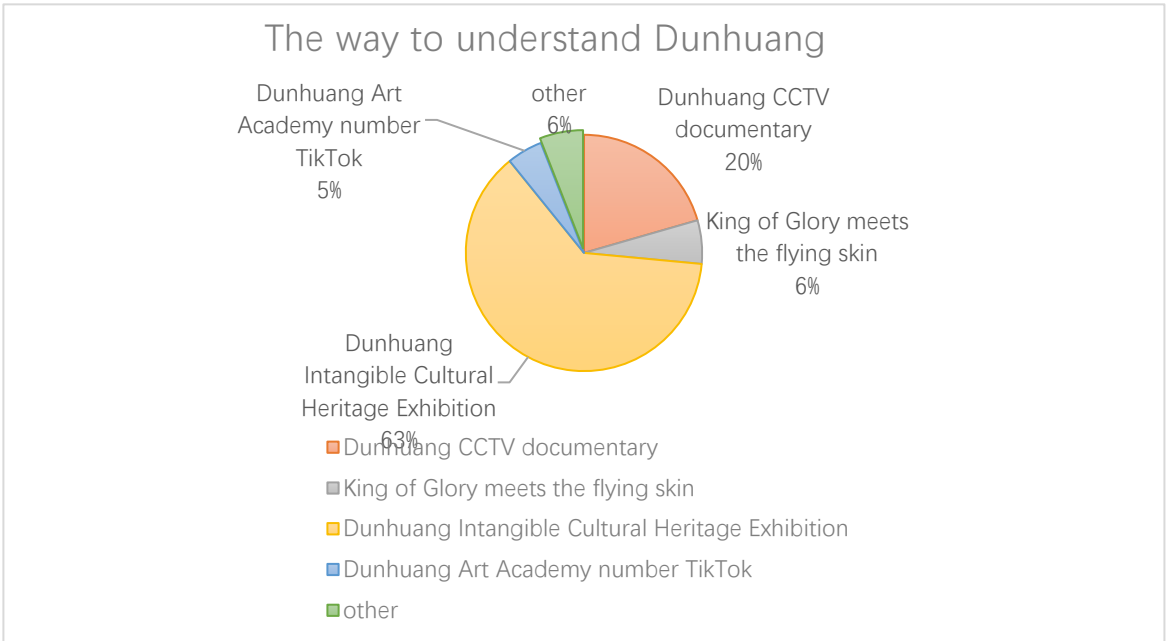

Figure 2. The way to understand Dunhuang

The survey results also showed that 79% of respondents learned about Dunhuang culture through CCTV documentaries, while only 20% of respondents learned about it from the Dunhuang Academy's Douyin account. This

indicates the significant role played by CCTV documentaries in spreading Dunhuang culture, while the Dunhuang content on the Douyin platform has not received widespread attention and promotion. Therefore, it can be concluded that CCTV documentaries are currently the main channel through which respondents learn about Dunhuang culture.

2.2.3. The Type of Public Account That You Prefer to Pay Attention to

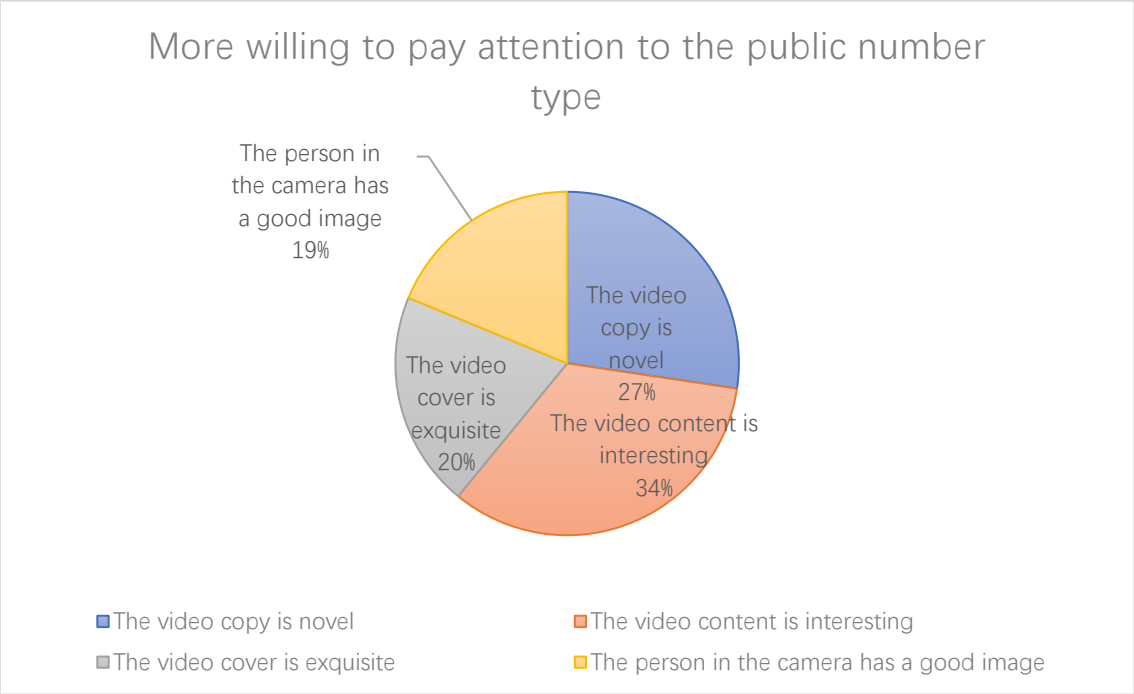

Figure 3. The type more attractive

According to the survey results, 90% of respondents prefer public accounts with interesting video content, and 73% of respondents prefer public accounts with innovative video captions. This indicates that when choosing to follow public accounts, users tend to choose those with interesting and innovative content. This result reflects the users' demand for innovative and entertaining content, which aligns with the types of video content on the Douyin platform.

2.2.4. The Role of Douyin Platform in Spreading Dunhuang Culture

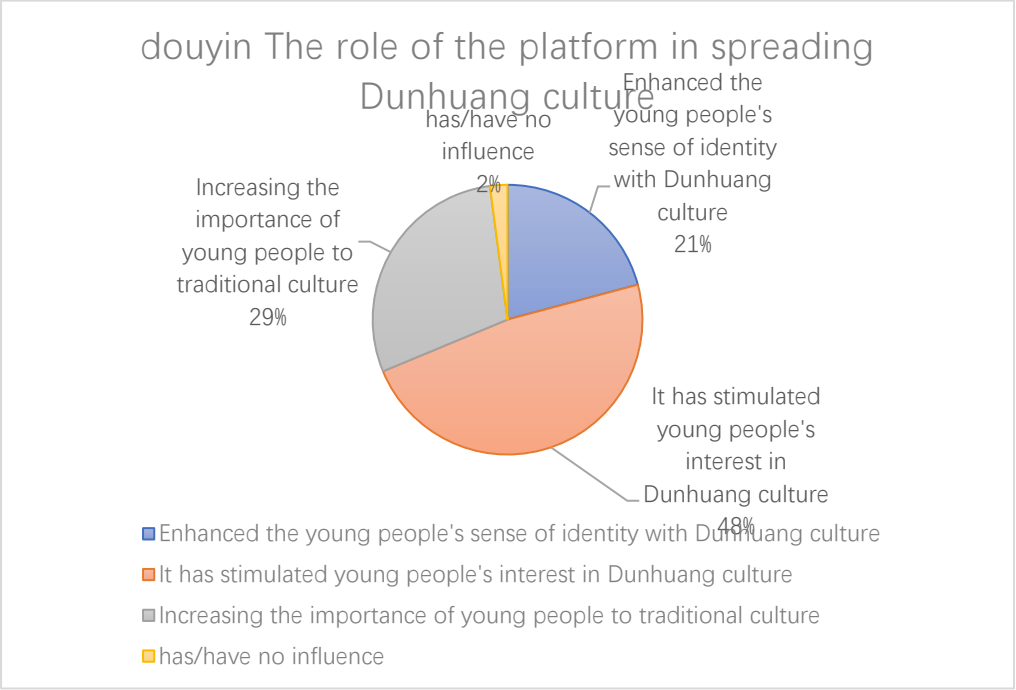

Figure 4. The role of douyin

The survey results also showed that among the respondents, 50% believe that the Douyin platform has sparked interest in Dunhuang culture among young people, while 29% believe it has increased young people's attention to traditional culture. This indicates that the Douyin platform has played a role in promoting Dunhuang culture, stimulating young people's interest in Dunhuang culture, and increasing their appreciation for traditional culture.

2.2.5. What Aspects Should be Paid Attention to in Promoting Dunhuang Culture on the Douyin Platform

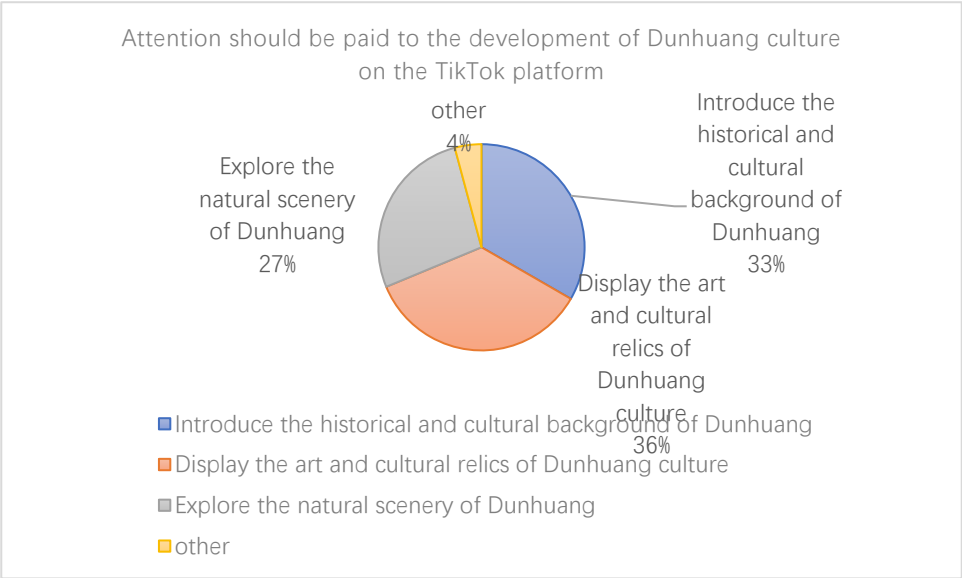

Figure 5. The way to understand Dunhuang

Lastly, we asked respondents about their expectations and suggestions for the dissemination of Dunhuang culture on the Douyin platform. Among them, 35% of respondents believe that Dunhuang art and cultural artifacts should be showcased, and 33% believe that the history and cultural background of Dunhuang should be introduced.

In conclusion, based on the survey results, we can draw the following conclusions: funny videos on the Douyin platform are favored by users, and intangible cultural heritage videos have received some attention. CCTV documentaries are the main channel through which respondents learn about Dunhuang culture, while Dunhuang content on the Douyin platform has not received widespread attention and promotion. Users tend to choose video public accounts with interesting and innovative content. The douyin platform has sparked interest in Dunhuang culture among young people and increased their appreciation for traditional culture. However, some respondents remain reserved about the platform's role in promoting Dunhuang culture. These results provide important insights for further research on the impact and strategies of the douyin platform in disseminating Dunhuang culture and traditional cultural heritage across short video platforms.

3. Dunhuang Intangible Cultural Heritage in Douyin Short Video Platform: Advantage Analysis

Douyin is a mobile-based short video social application where users can share snippets of life, talent displays, and entertaining content through shooting, uploading, and watching short videos. Douyin has attracted the attention of billions of users worldwide with its unique content format and creative effects. Douyin platform has several advantages in the dissemination of intangible cultural heritage (ICH):

Vast User Base: Douyin platform has a large user base, with active user count exceeding billions, spanning across various age groups, regions, and communities, expanding the coverage of users. The user composition is diverse, with high user engagement and frequency, resulting in high user loyalty to the Douyin platform.

Utilization of Fragmented Time: Douyin platform primarily features short videos ranging from 15 to 60 seconds, aligning with the characteristics of utilizing fragmented time in fast-paced modern life. This format captures users' interest and enthusiasm, effectively bridging the gap between users and intangible cultural heritage.

Personalized Content Recommendation: Douyin platform utilizes an AI-driven content recommendation system, which can accurately recommend content based on detailed analysis of user interests and preferences. This enables the platform to better attract users who have a passion for intangible cultural heritage.

Everyone can be a Creator: Douyin platform offers the opportunity for everyone to become a creator. Whether you are a supporter, inheritor, or scholar of traditional culture, you can promote Dunhuang culture to a wider audience by publishing your own works on Douyin.

Leading the trend of social interaction: Douyin focuses on social interaction and content sharing. Users can follow others, like, comment, and share videos to interact and communicate with other users. In addition, Douyin also provides live streaming functionality, allowing users to interact with their fans in real time.

Showcasing talents and entertaining content: Douyin has become a platform for many users to showcase their talents. Whether it's singing, dancing, performing, or comedy, users can display their talents on Douyin, attracting more attention and followers. *(Shi & Lin, 2020)*

Commercial Opportunities: Douyin platform brings unprecedented commercial opportunities for intangible cultural heritage. It not only provides new development space for culture but also creates significant value for the business ecosystem. Douyin platform proposes two levels of ICH protection, namely promotion and monetization. It provides commercial opportunities to help address the financial constraints in the inheritance of intangible cultural heritage. *(Shi & Lin, 2020)*

In summary, Douyin platform, as a globally renowned short video social platform, provides a broad space and

opportunities for the dissemination and commercialization of Dunhuang intangible cultural heritage. It helps attract more attention, understanding, and engagement of people in the inheritance and development of Dunhuang culture.

4. Strategies and Recommendations for Dunhuang Culture Communication

4.1. Create an IP Image to Aid ICH Dissemination

By creating intellectual property (IP) images, cultural companies can not only expand their market reach but also provide significant impetus for the inheritance and development of intangible cultural heritage. In various promotional activities for intangible cultural heritage, some commercially viable cultural and creative IP have gradually developed unforgettable images, exerting a profound impact. These IP are not just a form of entertainment but also serve as a medium to inspire people's interest in cultural heritage, injecting new vitality into its inheritance and development. By combining intangible cultural heritage with creativity and commercial value, we can promote a deeper understanding, appreciation, and participation in the protection and inheritance of intangible cultural heritage among a wider audience. *(lei&zhang,2022)*

4.2. Shift Mindsets and Enhance Industrialization Awareness and Interactive Experience

Intangible heritage performers should embrace the new media era, encourage user participation and sharing of content related to Dunhuang culture, attract more online audiences, and convert them into loyal audiences in theaters. The convenient interactive features of new media platforms allow the public to comment, and engage in secondary creativity regarding cultural products. Each interaction brings potential new clients to intangible heritage performers while increasing public awareness and participation in Dunhuang culture. *(bai&wu, 2023)*

4.3. Establish a Mature Short Video Platform Operations Mechanism

ormulate clear development strategies, utilize new media methods, and enable intangible heritage to be integrated into modern society, especially the lives of contemporary young people. The real-time, interactive, and precise dissemination advantages of new media platforms help more intangible heritage projects and practitioners to gain exposure, gradually enabling practitioners to benefit from becoming content creators. In the future, it is hoped that a scientifically mature model can be created for training practitioners, showcasing projects, and promoting offline activities, thereby addressing issues related to limit market consumption resulting from workshop-style intangible heritage production. By leveraging new media platforms, the goal is to promote the scale and industrialization development of intangible heritage projects through innovation. *(bai&wu,2023)*

4.4. Collaborate with Brands for Joint Promotion of ICH

To promote the inheritance and development of Dunhuang culture, we can collaborate with relevant institutions and experts, as well as engage in joint ventures with brands. Collaborating with Dunhuang research institutions, cultural heritage organizations, and related experts can provide professional support and guidance in jointly producing and promoting content on Dunhuang culture. Through such collaborations, we can leverage their expertise and experience to accurately and comprehensively present the essence of Dunhuang culture, thereby achieving a wider and deeper reach in dissemination. Additionally, partnering with brands can further expand the influence of promotional efforts by leveraging their brand power and resources to reach a larger audience with Dunhuang culture. Such collaborations can enhance the effectiveness of cultural content promotion and create a more favorable environment for the inheritance and development of Dunhuang culture.

4.5. Embrace Innovative Development but Stay True to the Original Intent

When it comes to spreading traditional culture, we need to be cautious and avoid excessive production and innovation. In recent years, with the increase of content homogenization and entertainment-oriented approach, short videos centered around Chinese traditional culture have emerged as a new form of creative expression. However, as we pursue innovation, we must remain cautious and avoid excessive exploitation and misuse of this theme. It is crucial to always remember our original intent and combine innovation with respect for traditional culture. Through meaningful content creation, we can inherit and promote the essence of Dunhuang culture. Only in this way can we achieve innovative development of Dunhuang culture and convey it to a wider audience and user base. *(Liu,2019)*

4.6. Enhancing User Engagement and Interaction.

As a platform with strong social interactivity, Douyin can encourage user participation and sharing of content related to Dunhuang culture through various means. One way is to host Dunhuang culture-themed challenges, interactive activities, and online discussions, guiding users to actively participate and showcase their understanding and creative expressions of Dunhuang culture. This not only increases user interaction and content creation related to Dunhuang culture on the platform but also fosters an atmosphere of sharing and spreading Dunhuang culture among users.

Furthermore, we should actively respond to user comments and feedback, establishing a good interactive relationship through communication. This not only demonstrates our appreciation for user participation but also provides an opportunity to convey more information and knowledge about Dunhuang culture, enhancing user awareness and engagement. By interacting with users, we can understand and meet their needs while continuously improving and optimizing our promotional strategies and content based on user feedback

5. Conclusion

This article discusses the current situation, characteristics, advantages, challenges, and strategies of intangible cultural heritage (ICH) dissemination in the context of the new media era. Taking the example of the Dunhuang Academy's ICH dissemination activities on the Douyin platform (douyin in China), the article emphasizes the need to utilize the interactive, innovative, and influential nature of new media to

attract young people's attention to ICH culture and encourage their participation and creativity. The Dunhuang Academy effectively spreads ICH culture by showcasing the production process, cultural significance, and stories behind Dunhuang murals in a humorous, vivid, and interesting manner, gaining widespread attention and positive feedback. However, continuous exploration and improvement of content quality, innovative formats, and dissemination effectiveness on Douyin are still needed for sustainable development of ICH dissemination.

This article has unique characteristics and significant contributions in multiple aspects. Firstly, taking the non-material cultural heritage dissemination activities of Dunhuang Academy on the Douyin platform as an example, this article analyzes the characteristics, advantages, challenges, and countermeasures of non-material heritage dissemination in the new media age from both theoretical and empirical perspectives, filling the research gap in related fields. By employing various research methods, including literature analysis, questionnaire surveys, empirical studies, and a combination of qualitative and quantitative analysis, this article deeply explores the non-material heritage dissemination activities of Dunhuang Academy on the Douyin platform, thus enhancing the scientific and effective nature of the research.

At the same time, based on practical situations and a wealth of data, this article presents a series of practical solutions and recommendations, aiming to provide reference and guidance for the theory and practice of non-material heritage inheritance. These solutions and recommendations are derived from the research and analysis of Dunhuang Academy's non-material heritage dissemination activities on the Douyin platform. They have practical value, which can provide inspiration and enlightenment for the non-material heritage inheritance in other related fields, and promote the inheritance and development of traditional culture.

Through the research and empirical analysis in this article, we can gain an in-depth understanding of the characteristics and strategies of non-material heritage dissemination on the Douyin platform and grasp effective communication methods and means, further promoting the in-depth development of non-material heritage inheritance work. The research findings of this article will provide valuable references for the academic and practical communities and contribute to the protection and inheritance of intangible cultural heritage.

Author Contributions

This paper was jointly completed by Yang Linfei and Zhang Guorui. Everyone has made equal efforts in the research of this topic, and their contribution to the paper is average. It is thereby explained.

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