

Research on the Dissemination and Inheritance of Bengbu Flower Drum Lantern in the Age of Melting Media

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Abstract: At present, the development of integrated media communication has brought great benefits for the innovative communication of intangible cultural heritage, and also brought great opportunities for the communication of Bengbu Flower Drum Lantern. The dissemination and promotion of Bengbu Flower Drum Lantern under the environment of integrated media need to rely on diversified ways and means, make full use of the advantages of integrated media, enhance the exposure of the Flower Drum Lantern, and form a sustained dissemination effectiveness, which not only provides reference for the inheritance and promotion of intangible cultural heritage of Flower Drum Lantern, but also brings inspiration to the shaping of the urban image and cultural dissemination of the whole city of Bengbu.

Keywords: Melting Media; Bengbu Flower Drum Lantern; Spreading Inheritance.

1. Introduction

As the intangible cultural heritage of Han Chinese people, flower-drum lantern is an important cultural card of Bengbu area and even Anhui Province. Flower drum lamp protection is the focus of social and media attention, but also academic research hot spots. At present, the inheritance and protection of the intangible cultural heritage of flower-drum lantern has achieved certain results. However, the dissemination and promotion of flower-drum lantern is not optimistic, and the public does not know enough about the culture of flower-drum lantern and does not recognize it enough. In the era of integrated media, a variety of media are deeply integrated, which provides the advantages of high efficiency and immediacy, authority and precision, interactivity and multi-dimensionality, three-dimensionality and immersion for the dissemination of non-heritage, forming the communication matrix of non-heritage.

Nowadays, as an influential non-heritage art form in Bengbu, the protection and dissemination of Flower Drum Lantern, like many other non-heritages, is in the stage of active exploration. Therefore, the non-heritage art represented by the flower-drum lantern should take advantage of the communication advantages of the melting media, use intelligent technological means such as mobile Internet, virtual reality, animation and artificial intelligence, and realize the online and offline linkage through diversified communication methods such as non-heritage in schools, cultural and art festivals, non-heritage museums, cultural and tourism performances, short videos, WeChat, and non-heritage online classes, so as to realize the online and offline linkage and communication, and to promote the effective dissemination of the non-heritage and its To realize online and offline communication and promote effective dissemination and living inheritance of non-legacy.

2. Impact of Integrated Media on Traditional Culture

2.1. The Emergence of Integrated Media has Enabled Traditional Culture to Spread more Widely.

Due to the lack of media channels, traditional culture can often only be transmitted by word of mouth, with a limited audience. Nowadays, through cell phones, tablet computers, TV and other integrated media tools, people can access various forms of traditional culture at any time and anywhere, and spread through a variety of new media, such as animation. This enables traditional culture to cross the limitations of time and space to a wider range of people, and realizes the broadness of dissemination.

2.2. Integrated Media have Injected New Elements and Vitality into Traditional Culture.

Traditional culture is often regarded as too old and obsolete to be compatible with modern society. However, under the influence of integrated media, traditional culture has begun to keep pace with the times, and has been revitalized through the integration of current popular elements and novel ways of expression. For example, traditional theater combines stage technology and innovative choreography to present to the audience in a more modern form; traditional music creates new music styles through integration with popular music. These new elements and vitality make traditional culture more attractive and able to attract the attention and participation of more young people.

2.3. The Era of Integrated Media has Also Brought Some Challenges to Traditional Culture.

One of them is information overload. In the era of melting media, people are faced with an onslaught of information,

including information from traditional culture. Traditional culture may be ignored or diluted in the competition of many information. In addition, the fragmented nature of the melting media also makes it difficult to spread traditional culture in depth, and many people only have a superficial understanding, making it difficult to truly appreciate the essence and connotation of traditional culture.

2.4. The Era of Integrated Media Also Brings New Opportunities for Traditional Culture.

Through integrated media, traditional culture can be dialogued and integrated with other cultures to create more diversified cultural forms. For example, through cross-border cooperation, traditional culture is combined with modern popular culture, which can not only preserve the essence of traditional culture, but also attract more young people. At the same time, the fusion media also provides more platforms and opportunities for more practitioners of traditional culture to showcase their talents and works and promote the innovation and development of traditional culture.

3. The Internet on the Dissemination and Inheritance of Bengbu Flower-Drum Lanterns

In this digital era, the rapid development of the Internet has brought brand-new opportunities and challenges to the dissemination of the Flower Drum Lantern. The popularization of the Internet makes it easy for people to obtain and share all kinds of cultural information, whether it is domestic traditional culture or cultural heritage from all over the world, which can be more widely disseminated through the Internet.

The Internet has broken the geographical limitations, making the spread of flower-drum lanterns greatly expanded. Traditional art performances that used to require physical presence to be exposed to can now be synchronized and displayed globally through webcasting, which makes the influence of traditional culture more far-reaching. Secondly, the Internet provides more communication channels and methods for the Flower Drum Lantern. Flower drum lanterns can be quickly spread around the world through social media, online platforms, webcasts and other forms. People can learn the knowledge and skills of flower-drum lanterns on the Internet, and better understand and appreciate the culture of flower-drum lanterns through online cultural experience activities.

The Internet provides a live-streaming platform that allows flower-drum lantern performances to be distributed globally. Through live-streaming platforms, people can enjoy exciting flower-drum lantern performances from their homes or offices without having to be physically present. This has allowed flower drum lanterns to interact more directly and in real time with the audience, enhancing the viewing experience. For example, B station and Jieyin, people can easily watch videos of flower drum lantern performances. While this brings opportunities for foreigners to understand and appreciate traditional Chinese culture, it also provides a way for Chinese people to revisit the traditional art. This globalized path of communication has allowed the Flower Drum Lantern to transcend geographical limitations and greatly increase its audience.

In addition to video and live streaming, social media also

plays an important role. People can share their love and understanding of flower-drum lanterns on microblogs, WeChat and other platforms, and communicate with others. This social media interaction has brought flower-drum lanterns to widespread attention among the younger generation and promoted the inheritance and innovation of traditional culture. In addition, the Internet provides online teaching opportunities for the promotion of flower-drum lanterns. Through online education platforms, people who are willing to learn flower-drum lantern can receive professional guidance and training. This flexible learning method gives more people the opportunity to understand and learn about the flower-drum lantern, and improves the inheritance and development of the traditional art.

In short, the Internet has greatly expanded the dissemination path of the Flower Drum Lantern. Whether through video, live streaming, social media or online teaching, the Internet has brought a broader audience and more convenient ways of dissemination for the Flower Drum Lantern.

4. Virtual Reality (VR) on the Dissemination and Inheritance of Bengbu Flower Drum Lanterns

In this digital age, innovation and breakthroughs are constantly being pursued. VR, which stands for Virtual Reality, is a computer simulation system that allows the creation and experience of virtual worlds.

As an important representative of traditional Chinese culture, the flower-drum lantern has a history of hundreds of years. It has attracted the attention of countless audiences with its unique shape and artistic performances. However, with the advancement of technology, how to combine this ancient art form with modern technology? For example, one can go for the introduction of virtual reality technology. By wearing a VR helmet, the audience will be taken into a whole new world of art. When you put on the helmet, you will be in a magnificent stage with realistic sound and light effects. Audiences will be able to watch the exquisite flower drum performance up close and feel the vibration of the drum beats.

At the same time, virtual reality technology is able to bring more interactivity to the audience. Through the VR controller, the audience can interact with the performers and participate in the performance. The audience can freely choose their viewpoints, watch different performance scenes, and interact with the performers for guidance. This interactive experience will make the audience feel immersive, as if they are on top of a real stage.

In addition to the enhancement of audience experience, the combination of Flower Drum Lanterns and VR also brings more performance options to the artists. Through virtual reality technology, more vivid and diverse artistic effects can be created in a digital space. It is possible to combine the modeling, sound effects, dance and other elements of the flower drum lantern with virtual reality technology to create a unique art form. The combination of flower drum lanterns and virtual reality not only brings a new artistic experience to the audience, but also provides more creative space for artists. It combines tradition and modernity, and integrates art and technology. Whether you are interested in traditional culture or fascinated by the novelty of the experience, this combination will bring the audience an unforgettable audio-visual feast.

5. The Dissemination and Inheritance of Animation on Bengbu Flower Drum Lanterns

As a popular form of media, animation is not only a way of entertainment, but also a channel to spread traditional culture. Anime not only has colorful images and plots, but also allows people to feel the charm of traditional culture while enjoying it. The combination of animation and flower-drum lantern, through the characters, storylines and background settings in the animation, we can see the integration of cultural elements of the flower-drum lantern, which can not only inherit and promote traditional culture, but also attract more young people's attention and participation.

The combination of animation and flower-drum lantern can also inject new vitality and creativity into traditional culture. Through creative fusion, animation can give new meaning and expression to the elements of flower drum lantern. In this way, animation can not only attract young people's attention, but also make them more active in contacting and understanding traditional culture. Through the influence of animation, the culture of flower-drum lantern can be spread in a wider range, so that more people will be interested in and recognize the flower-drum lantern.

In addition, animation also has cross-border capabilities. Many excellent animation works have crossed the traditional boundaries of entertainment, involving movies, games, literature and other fields. This cross-border ability makes animation have broader dissemination channels and deeper influence. Many classic animation works are not only successful in the field of animation, but also further promote the development and prosperity of related industries. The combination of animation and flower-drum lantern also brings new opportunities and challenges for the development of flower-drum lantern culture industry. Flower Drum Lantern culture industry can make use of the platform of animation to combine the elements of Flower Drum Lantern with animation, and launch more attractive and competitive works. The combination of animation and flower-drum lantern is not only a way to inherit and promote traditional culture, but also a way to attract young people to participate in traditional culture. Through creative fusion and new ways of expression, animation can inject new vitality and creativity into the Flower Drum Lantern. This not only expands the market for flower-drum lanterns, but also injects new vigor and creativity into the flower-drum lantern cultural industry.

In short, animation as a form of integrated media communication is interactive and participatory. Through online platforms and social media, viewers can interact with animation works and share their views and feelings. This interactivity and participation not only enhances the audience's interest and attention to animation, but also provides more possibilities and opportunities for the dissemination of animation.

6. IP Image Design on the Dissemination and Inheritance of Bengbu Flower Drum Lanterns

In traditional culture, IP images play a very important role. IP, which stands for Intellectual Property, refers to products, brands, characters or stories with unique characteristics and commercial value. These IP images play an important role in traditional culture in attracting people's attention, conveying

values and expressing cultural traditions. Among the rich heritage of traditional culture, Flower Drum Lantern, as a unique and precious form of artistic expression, carries the emotions and memories of the nation. In today's society where information is highly circulated, IP image has become an important element of brand communication. The combination of IP image and flower-drum lantern will undoubtedly inject new vitality into the dissemination and inheritance of the flower-drum lantern, and the introduction of IP image can give the flower-drum lantern a more distinctive image, so that the audience can have emotional resonance with it in a moment. By creating personalized and charismatic characters in the IP image, it is easier for the audience to remember and identify with the traditional art form of Flower Drum Lantern. This not only attracts more audience attention and participation, but also opens up a broader market space for the inheritance of Flower Drum Lantern.

First of all, IP image plays a role in attracting people's attention in Flower Drum Lantern. A unique and appealing IP image can help a company or brand stand out in a competitive market. They create a distinctive and easily recognizable brand image through elements such as image, name, and story, thus attracting consumers' attention and interest. Secondly, IP image conveys values in Flower Drum Lantern. Through IP image, an enterprise or brand can express a specific cultural value, such as family, friendship, harmony, etc.. This transmission of values can touch people's hearts, trigger emotional resonance, and make consumers identify with and be loyal to the brand. In addition, IP images are able to convey the culture of flower-drum lanterns. Many IP images are rooted in traditional culture, and they carry rich cultural connotations and historical significance. Through the display of IP images, people can understand and recognize the differences and similarities between different cultural backgrounds, and deepen the communication and understanding between each other.

In addition to image characterization, the IP image is also able to become an ambassador for the promotion of Flower Drum Lantern culture. By applying the IP image of Flower Drum Lantern to various media channels, such as animation, games, and derivatives, the Flower Drum Lantern can be spread more widely. Whether it is young people or children, they will be more interested in the flower-drum lantern because of the resonance with the IP image. Such promotion not only increases the popularity of the flower-drum lantern, but also inspires more people to understand and learn more about the traditional cultural heritage of the flower-drum lantern.

7. Conclusion

Integrated media technology has provided a broader platform for the dissemination of flower-drum lanterns. Through the Internet, social media, short videos and other forms of integrated media, the inheritance and dissemination of the flower-drum lantern, an ancient traditional art, has gained new channels of dissemination and wider attention. However, the communication and inheritance of Flower Drum Lantern is not all smooth sailing, and new challenges are being met with the help of new technologies and new platforms. Through innovative communication means and strategies, the Flower Drum Lantern will shine more brightly in the era of integrated media, and pass on and carry forward our traditional culture.

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