

Cultural Communication in the Digital Media Environment

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Abstract: With the rapid progress of technology, digital media has gradually transformed into the dominant medium for cultural dissemination, breaking the traditional mode of communication, achieving deep integration of culture and technology, and providing new opportunities and challenges for cultural dissemination. This article delves into the characteristics of the digital media environment, emphasizes the importance of cultural communication in this environment, and analyzes in detail the impact of social media interaction and co-creation, personalization and customized communication. These new trends make cultural dissemination more precise, diverse, and efficient through cross-border integration and innovation. However, while embracing new technologies, it is necessary to maintain respect and inheritance of cultural essence, ensuring that cultural dissemination finds a balance between modernity and tradition. Therefore, we should actively promote cross-border integration and innovation, constantly explore new communication paths, and make culture shine with new vitality in the digital media era.

Keywords: Digital Media Environment; Cultural Dissemination; Path.

1. Introduction

With the rapid advancement of digital media technology, cultural dissemination is reaching new milestones. Digital media, with its unique advantages, not only reshapes the mode of information dissemination, but also provides infinite possibilities for cultural exchange and integrate. Technological progress has made digital media a powerful tool for cultural dissemination, surpassing traditional time and space limitations, achieving instant dissemination and global sharing of culture, and building a brand new bridge for cultural exchange. This not only enriches the forms of cultural dissemination, but also greatly enhances the interactivity and public participation of culture, enabling everyone to become an active promoter of cultural dissemination. In the current background of cultural diversity and symbiosis, cultural dissemination in the digital media environment is particularly important and challenging. This requires us to re-examine the connotation, dissemination methods, and audience role positioning of culture. In the context of globalization, we should be more committed to protecting and inheriting diverse cultural heritage, and actively promoting dialogue and integration between different cultures.

2. Digital Media Environment

The digital media environment refers to a comprehensive information dissemination and exchange platform that is built with digital technology, network technology, and multimedia technology as the core, and comprehensively realizes the digital recording, storage, transmission, display, and interaction of information. This environment is closely dependent on modern electronic devices, such as smart phones, computers and tablets, and provides users with diversified media content covering text, images, audio and video through Internet, mobile network and other communication technologies.

In the digital media environment, cultural dissemination exhibits distinct characteristics. The first one is global

dissemination. Digital media, relying on the internet and other media, can easily break national boundaries, make cultural communication reach all over the world in real time, accelerate the frequency of cultural exchanges, expand the boundaries of cultural integration, and facilitate people around the world to access multicultural elements. The second one is real-time interaction. In the digital media environment, cultural communication has unprecedented real-time characteristics, with information being transmitted in a blink of an eye. Audiences can interact with information publishers in a two-way manner, such as commenting, liking, and forwarding, to enhance audience participation enthusiasm and loyalty. The third one is personalized customization. Digital media accurately pushes personalized cultural content based on users' personal interests and preferences, meeting their diverse needs and improving the targeting and effectiveness of information dissemination. The forth one is community-based gathering. Digital media gathers like-minded people, builds virtual communities, and deepens the influence and penetration of cultural dissemination. The fifth one is fragmented information reception. The rich and diverse content of digital media leads to audience distraction, and cultural dissemination presents fragmented characteristics. Audiences can flexibly receive and disseminate cultural information anytime and anywhere. The integration of technology and art is the last one. Digital media communication is the perfect combination of technology and art, injecting new vitality into cultural communication, providing rich forms of expression and communication channels, and achieving the efficiency and artistry of information dissemination. Overall, cultural dissemination in the digital media environment combines global, real-time, personalized, community-based, fragmented, and the integration of technology and art, jointly promoting the widespread dissemination and deep exchange of culture, greatly enriching people's cultural life.

3. The Importance of Cultural Communication in the Digital Media Era

Firstly, the innovation of digital media technology has eliminated geographical and temporal boundaries, making cultural dissemination no longer limited by geography, but can easily cross national borders, promoting cultural exchange and integration around the world. This cross-border communication not only helps to enhance understanding and cognition among people with different cultural backgrounds, but also significantly reduces cultural barriers and misunderstandings, promoting the common development of global culture. Secondly, digital media technology provides a broad platform for showcasing the diversity of world cultures. Through channels such as the internet, social media, and video sharing platforms, people can easily appreciate the unique charm of different cultures, thereby expanding their personal horizons and enriching cultural life. This display of multiculturalism helps promote mutual learning and integration between cultures, and enhances friendship and cooperation among people of various countries. Furthermore, digital media technology provides new avenues for the protection and inheritance of traditional culture. Through digital means, precious cultural heritage can be permanently preserved and disseminated to a wider audience. This new media not only helps to inherit and promote traditional culture, but also stimulates cultural innovation, providing artists with more opportunities to showcase their talents. At the same time, digital media technology also provides rich materials and inspiration for cultural innovation, promoting the prosperous development of culture and art.

In addition, cultural dissemination in the digital media era has also played a positive role in promoting economic development. By promoting local culture, it can attract more international tourists and promote the prosperity and development of the tourism industry. At the same time, a strong cultural output can also enhance a country's cultural influence on a global scale, thereby promoting the progress and development of related industries. This positive interaction between culture and economy has injected new vitality and opportunities into the digital media era. Finally, digital media technology grants everyone the right to become a cultural communicator, making cultural dissemination more democratic and equal. In the era of digital media, people can share life experiences, create and publish their own works through social media, and participate in the process of cultural dissemination. This equal opportunity for dissemination helps to break down information barriers, promote social openness and progress, and achieve widespread dissemination and sharing of culture. In summary, the importance of cultural communication in the digital media era cannot be ignored. It not only promotes global cultural exchange and understanding, promotes cultural inheritance and innovation, assists economic development and cultural output, but also embodies the spirit of democracy and equality in society. Therefore, we should fully utilize the advantages of digital media technology to promote the in-depth development of cultural dissemination and contribute to the construction of a more harmonious and diverse world cultural environment.

4. A New Path for Cultural Communication in the Digital Media Environment

4.1. Global Communication Based on the Internet

In the context of the digital media era, the internet has become a new channel for global cultural dissemination. The network globalization communication skillfully makes use of the cross regional nature of the Internet, breaks through geographical boundaries, and enables cultural content to quickly reach audiences around the world. Whether it is popular music from Europe and America, film and television works from Japan and South Korea, or profound traditional Chinese culture, they can be easily spread globally through the internet. The spread of globalization has greatly promoted the exchange and sharing of cultures around the world. In the digital media environment, global communication has shown extremely high speed. With the help of Internet technology, cultural information can be instantly spread all over the world. This real-time dissemination enhances the timeliness and cultural influence of information. The globalization of the internet not only conveys information, but also promotes interaction between the audience and content. Social media, comment areas, and other platforms allow audiences to directly express their views and feelings on cultural content. This interactivity not only enhances audience engagement, but also provides valuable audience feedback and improvement directions for cultural communicators. Digital media technology has enriched the forms of cultural dissemination. The integration of multimedia such as text, images, audio, and video makes cultural dissemination more vivid and attractive. This diversity meets the needs of different audiences and enhances the attractiveness of cultural dissemination. The internet provides a new platform for the integration of cultures from all over the world. The collision and exchange of cultures from different countries and regions on the internet have formed a more diverse and inclusive global cultural landscape. This integration not only enriches the diversity of human culture, but also injects new vitality into the innovation of global culture. In summary, the global dissemination of networks in the digital media environment has opened up new channels for cultural dissemination. Through the scope of globalization, real-time speed, enhanced interactivity, diverse forms of presentation, and opportunities for cultural integration, we can deeply feel the profound impact of this new channel on cultural dissemination.

4.2. Multimedia Integrated Communication

Multimedia integrated communication is an innovative way of communication that presents information in a comprehensive and in-depth manner by integrating multiple media forms such as text, images, audio, and video. This communication method fully utilizes the advantages of digital media technology, breaks through the limitations of traditional media, and injects new vitality into cultural dissemination. Through multimedia integrated communication technology, digital museums transform precious cultural relics into digital forms, enabling the public to browse and learn conveniently anytime, anywhere through the Internet.

At the same time, virtual reality experience combines

virtual reality technology with multimedia elements, providing audiences with an immersive cultural experience, enhancing their perception and interaction with culture. In addition, social media communication also widely spreads cultural content on social media platforms through the use of diverse media forms, and effectively expands the influence of culture through the interactive behavior of the audience.

Although multimedia integrated communication has significant advantages, it also faces challenges such as rapid technological development and diverse audience demands. To address these challenges, we need to constantly innovate and improve communication methods and approaches to enhance the quality and effectiveness of cultural dissemination. Looking ahead to the future, with the continuous progress of digital media technology, multimedia integrated communication will play a more important role in cultural communication, bringing audiences a richer and more colorful cultural experience, and effectively promoting the inheritance and development of culture.

4.3. Social Media Interaction and Co-creation

In the digital media environment, social media interaction and co-creation had become a new path for cultural dissemination, significantly affecting the way and effectiveness of cultural dissemination. On social media platforms, users can easily share their cultural beliefs, personal perspectives, and creative content, and receive immediate feedback from other users. This high degree of interactivity breaks the one-way nature of traditional cultural dissemination, transforming it into a more diverse and interactive process. Co-creation means that the public can participate together in the process of cultural creation and dissemination, building a shared cultural space. For example, on social media, users can collaborate to create content such as music, dance, and videos to promote their culture and attract more people to participate. Co-creation not only stimulates people's creativity, but also promotes cultural diversity and inclusiveness. In the process of co-creation, different cultural concepts, personal perspectives, and creative content blend with each other, giving rise to new cultural forms and expressions. The diversity and inclusiveness of this culture are precisely the goals pursued by cultural communication in the digital media era. In summary, in the digital media environment, social media interaction and co-creation have opened up new paths for cultural dissemination and provided more possibilities. They not only make cultural dissemination more convenient, efficient, and diverse, but also promote the diversity and inclusive development of culture.

4.4. Personalized and Customized Communication

Personalized communication achieves precise communication with each audience. Digital media technology endows us with the ability to gain a deeper understanding of the unique needs and interests of each audience. By utilizing user data analysis, tailor cultural content tailored to each audience's interests and needs. For example, video platforms can recommend relevant cultural programs or movies based on user viewing history and preferences, ensuring that users can continuously discover their favorite content. Customized communication is an advancement of personalized communication, which not only provides the audience with content they may like, but also creates a unique cultural

experience based on the specific requirements of the audience. Some online learning platforms can provide customized learning paths based on the learning progress and understanding ability of students, adjust teaching content, and impart cultural knowledge in the most suitable way for individuals. The impact and significance of this change are profound. Firstly, audience stickiness has been significantly enhanced. When the audience finds that the received cultural content is highly aligned with their own interests and needs, they are more likely to maintain sustained attention and participation, thereby improving satisfaction and loyalty to specific cultural platforms. Secondly, the effectiveness of cultural dissemination has significantly improved. Through personalized and customized methods, cultural dissemination can more accurately reach the target audience, thereby improving dissemination efficiency and reducing resource waste. Finally, this change has promoted cultural diversity and innovation. Personalized and customized communication provides a platform for showcasing diverse cultures and perspectives, which contributes to the protection, inheritance, and innovative development of culture. Overall, personalized and customized communication in the digital media environment has become a new trend in cultural communication. This communication method not only meets the diverse cultural needs of the audience, but also significantly improves the efficiency and effectiveness of cultural dissemination. In the future, with the continuous advancement of technology, cultural dissemination will become more precise, diverse, and efficient.

4.5. Cross Border Integration and Innovation

With the rapid development of digital media technology, cultural dissemination has entered a new era. In this context, cross-border integration and innovation have become the two major engines driving cultural progress. Cross border integration not only involves the integration of technology, but also reflects the integration and collision between different cultures. Digital media technology has eliminated the barriers between traditional regions and industries, achieving perfect integration in previously unrelated fields. For example, the close integration of film, television, and games, as well as the deep integration of art and technology, all demonstrate typical characteristics of cross-border integration. This integration greatly enriches cultural content, expands the audience range, and makes cultural dissemination more extensive and profound. Meanwhile, innovation is an indispensable core driving force for cultural dissemination in the digital media era. Without innovation, culture will stagnate and lose vitality. Digital media technology provides unprecedented possibilities for cultural innovation. From virtual reality to augmented reality, from 3D printing technology to interactive art, every new technology injects new vitality into cultural dissemination. Cross border and innovation complement each other, jointly promoting the development of cultural dissemination. Cross boundary provides a broad stage for innovation, and innovation further promotes the in-depth development of cross boundary. In this era, cultural dissemination is no longer limited to traditional text and images, but incorporates various elements such as sound, animation, and interaction, allowing audiences to experience and perceive the charm of culture more deeply. Therefore, in the digital media environment, we should actively embrace cross-border integration and innovation, constantly explore and practice new paths and methods, in

order to promote the prosperity and development of cultural dissemination.

4.6. Utilizing Virtual Reality (VR) and Augmented Reality (AR) Technology

With the rapid development of digital media technology, VR and AR technologies are gradually emerging as new channels for cultural dissemination. They have deeply transformed our understanding and perception of culture through their unique interactivity and immersive experience. Technological progress has paved the way for the widespread application of VR and AR in cultural dissemination, providing an unprecedented immersive cultural experience. The emergence of VR technology has reshaped the form of cultural dissemination. On the one hand, VR can accurately simulate the historical environment, making users feel as if they are immersed in the long river of history, experiencing the charm of historical culture firsthand, and achieving immersive historical reproduction. On the other hand, VR not only provides a viewing experience, but also allows users to deeply interact with historical and cultural elements, thereby enhancing their understanding and emotional connection with culture. In addition, VR technology breaks down the temporal and spatial boundaries of cultural experiences, enabling global cultures to share and exchange in real-time. At the same time, AR technology has also brought rich innovation to cultural experiences. AR technology seamlessly integrates cultural information with the real world, such as showcasing the stories behind cultural relics in museums, allowing users to gain a deeper understanding of cultural connotations during their visits. In addition, AR technology also provides real-time interaction with cultural content, making the learning process more vivid and interesting, enhancing the effectiveness of learning. With the help of AR technology, users can also enjoy innovative cultural display methods, such as virtual exhibitions and interactive storylines, anytime and

anywhere through mobile devices, injecting new vitality into cultural dissemination.

5. Conclusion

In summary, in the era of rapid development of digital media, the speed and scope of cultural dissemination are rapidly expanding. New media not only changes the way culture is disseminated, but also profoundly influences people's concepts. With the continuous advancement of technology, cultural dissemination will become more efficient and diverse. In the future, driven by digital media, various cultures can blend and exchange, jointly drawing a rich and colorful picture of human civilization.

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