

Research on the Communication Power of Red Cultural Resources in Northern Anhui from the Perspective of New Media

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Abstract: General Secretary Xi Jinping emphasized: "Red is the brightest background color of the Communist Party of China and the People's Republic of China. Red resources are scattered all over the vast land of more than 9.6 million square kilometers in our country. In the great process of our party uniting and leading the Chinese people in a century of struggle, the red bloodline has been passed down from generation to generation." Northern Anhui occupies an important position in the course of China's revolutionary history and has rich and unique red cultural resources. These red cultural resources are historical witnesses of the heroic struggle of the people of Northern Anhui, and are also vivid teaching materials for inheriting the red gene and promoting the revolutionary spirit. However, with the development of the times and changes in the social environment, the dissemination of red cultural resources in northern Anhui faces many challenges. On the one hand, the protection and utilization of some red cultural resources are insufficient, and some revolutionary sites have fallen into disrepair and face the risk of damage and disappearance; on the other hand, in terms of dissemination methods and means, traditional dissemination models are difficult to meet the needs of contemporary audiences, especially young groups, and the dissemination effect needs to be improved. Therefore, in-depth research on the current status of the dissemination of red cultural resources in northern Anhui is of great practical significance for better protecting and inheriting these precious cultural heritages and promoting red culture.

Keywords: New Media; Red Culture; Communication.

1. Problems and Causes of the Dissemination of Red Cultural Resources in Northern Anhui

1.1. Problems

1.1.1. Insufficient Communication Influence

The popularity and influence of red cultural resources in northern Anhui are far behind those of other well-known red cultural areas. Compared with famous red cultural holy places such as Jinggangshan and Yan'an, the scope of dissemination and audience of red culture in northern Anhui are relatively limited. Many people only have a superficial understanding of red cultural resources in northern Anhui, and some people do not even know that northern Anhui has rich red cultural resources. This lack of dissemination influence has prevented the value of red culture in northern Anhui from being fully reflected, and has also limited its role in inheriting the red gene and promoting the revolutionary spirit.

1.1.2. The Content of the Communication is not Innovative Enough

At present, the content and form of the dissemination of red cultural resources in northern Anhui are relatively simple, lacking in innovation and appeal. In the dissemination process, most of them are mainly based on traditional historical data display and text explanation, lacking the integration of modern science and technology and cultural elements.

There is also a phenomenon of homogeneity in the dissemination of content, lacking characteristics and individuality. Many red cultural dissemination contents are similar in theme and form of expression, and fail to fully tap

the unique value and charm of the red cultural resources in northern Anhui. When promoting the red culture related to the Huaihai Campaign, many dissemination contents simply repeat the basic process and important significance of the campaign, lacking in-depth excavation and display of the unique contributions and touching stories of the people in northern Anhui during the campaign, and failing to highlight the regional characteristics of the red culture in northern Anhui. This homogeneous dissemination content is not only difficult to attract the attention of the audience, but also easily causes aesthetic fatigue to the audience, reducing the dissemination effect of the red culture.

In addition, the content of the dissemination is not closely integrated with the needs of contemporary society and the audience. In the dissemination process, the red culture is not organically integrated with the values and lifestyles of contemporary society, resulting in the dissemination content being out of touch with the real life of the audience, making it difficult to arouse the emotional resonance of the audience and unable to meet the audience's deep-seated needs for red culture.

1.1.3. Insufficient Integration of Communication Channels

In the process of disseminating red cultural resources in northern Anhui, there is a lack of effective integration and coordination between traditional media and new media. In the dissemination of red culture in northern Anhui, traditional media and new media often act independently and fail to form a dissemination pattern with complementary advantages. When reporting on red culture, some local newspapers and TV stations did not make full use of new media platforms for

promotion and dissemination, resulting in limited influence of reports; and some new media accounts lacked professional content planning and review when disseminating red culture, and the quality of information was uneven, and even false information appeared, which affected the dissemination effect of red culture.

In the dissemination of red cultural resources in northern Anhui, there is a lack of organic connection and interaction between online and offline communication channels. When some red tourism scenic spots carry out online publicity, they do not provide tourists with convenient offline visit services and guidance; and when tourists visit on-site, they do not make full use of online resources for in-depth interpretation and extended learning, resulting in poor online and offline communication effects and the inability to form a comprehensive and multi-level communication system.

1.2. Cause Analysis

1.2.1. Insufficient Attention

The government, society and the public pay relatively little attention to the red cultural resources in northern Anhui, which is one of the important factors that limit its dissemination and influence. When formulating regional development plans, they often focus more on economic construction and infrastructure development, and relatively less on the protection and development of red cultural resources, resulting in red cultural resources being marginalized in urban construction and development. In the fiscal budgets of some local governments, there is insufficient financial support for the construction, maintenance and operation of red cultural venues, which makes many red memorial halls and museums outdated facilities, slow updating of exhibits, and difficult to attract audiences. In the process of urban transformation and construction, some red cultural sites are at risk of being destroyed or demolished, which not only damages the material carriers of red culture, but also weakens the inheritance and dissemination basis of red culture.

1.2.2. Insufficient Talent Training

The lack of professional talents is another key problem facing the dissemination of red cultural resources in northern Anhui, which has an adverse impact on the dissemination effect in many links. Many red cultural dissemination entities in northern Anhui lack effective planning and execution capabilities in the process of publicity and promotion, and are unable to formulate targeted and attractive publicity plans. In the operation of new media platforms, due to the lack of professional talents, there are problems such as insufficient technology, untimely content updates, and poor interactivity, resulting in poor dissemination of red culture on new media. The operators of some official Weibo and WeChat public accounts of red culture do not have enough understanding of the characteristics and rules of new media platforms. The content they publish is single in form and lacks creativity, making it difficult to attract fans' attention and interaction, and unable to give full play to the advantages of new media in the dissemination of red culture. When promoting and promoting, many red cultural scenic spots did not accurately position and plan based on market demand and audience characteristics, resulting in unsatisfactory publicity effects and failure to attract more tourists.

In terms of red culture inheritance education, the lack of professional education talents has also affected the dissemination of red culture. In social education, there is also

a lack of professional red culture educators, making it difficult to carry out red culture education activities with diverse forms and rich content, and unable to meet the public's demand for red culture learning.

1.2.3. Imperfect System and Mechanism

An imperfect management system, an incomplete coordination mechanism, and a lack of an effective evaluation and feedback mechanism are the main problems existing in the system and mechanism for the dissemination of red cultural resources in northern Anhui, which seriously restrict the dissemination effect of red culture.

The imperfect management system has led to the chaotic management of red cultural resources, affecting the orderly development of dissemination work. The management of red cultural resources in northern Anhui involves multiple departments, such as culture, tourism, cultural relics, education, etc., but the division of responsibilities between departments is not clear, and there is a phenomenon of multiple management and independent management.

The imperfect coordination mechanism makes it difficult for various subjects to form a joint force in the process of red cultural resource dissemination. When formulating the red cultural dissemination policy, the government did not fully solicit the opinions of cultural institutions, educational units and non-governmental organizations, resulting in the policy's pertinence and lack of operability. When cultural institutions carried out red cultural exhibitions, performances and other activities, they did not effectively cooperate with educational units and non-governmental organizations, and were unable to expand the influence and coverage of the activities. When carrying out red cultural education activities, educational units did not make full use of the resources of cultural institutions and non-governmental organizations, resulting in a single form of educational activities and boring content. In some red cultural theme activities, due to the lack of coordination and cooperation among the various subjects, problems such as repeated activities and waste of resources occurred, which affected the effect of red cultural dissemination.

The lack of an effective evaluation and feedback mechanism makes it difficult to adjust and improve the dissemination of red cultural resources according to actual conditions. In the dissemination process, there is no scientific evaluation index system, which makes it impossible to accurately measure the effectiveness of dissemination. The collection of feedback information from the audience is not timely and comprehensive, and it is impossible to understand the audience's satisfaction and needs for the content, form and channels of red cultural dissemination. After carrying out activities, some red cultural communication entities did not summarize and reflect on the results of the activities, and were unable to accumulate experience and improve the quality and level of their communication work.

2. Strategies to Enhance the Dissemination Effect of Red Cultural Resources in Northern Anhui

2.1. Strengthening the Construction of Communication Entities

The government should play a more active and leading role in the dissemination of red cultural resources in northern Anhui, formulate scientific and reasonable dissemination

plans and policies, and increase support for the dissemination of red culture. Encourage and guide social capital to participate in the dissemination of red culture, and attract enterprises, social organizations and individuals to invest in the red cultural industry through models such as government-social capital cooperation (PPP), so as to provide financial support for the dissemination of red culture. In the process of promoting the dissemination of red culture, it is necessary to clarify the subject status of different audiences, attach importance to the sense of user substitution, promote the cooperation of multiple subjects, and establish a collaborative dissemination mechanism involving the government, cultural institutions, educational units, and non-governmental organizations. Encourage cultural institutions to cooperate with educational units to carry out red culture campus activities, incorporate red culture into the school education and teaching system, compile red culture school-based textbooks, develop red culture courses, hold red culture lectures, speech competitions, art performances and other activities, and cultivate students' patriotic feelings and social responsibility.

Provide new media operators with new media technology and operation management training to enhance their ability to spread red culture using new media platforms, such as short video production, live broadcast technology, social media operations, etc. Establish a red culture communication talent training base, cooperate with universities and research institutions to carry out red culture research and talent training, and provide talent support for red culture communication. Suzhou University has established the North Anhui Red Culture Research Center to carry out research and teaching on North Anhui Red Culture, and has trained a group of red culture communication talents with professional knowledge and practical ability.

2.2. Innovative Communication Content

Deeply exploring the unique connotation and contemporary value of the red cultural resources in northern Anhui is the key to innovating the content of communication. Northern Anhui has rich folk culture, historical culture, etc. Integrating these cultural elements into the content of red cultural communication can make the content of communication more regional and cultural. Enrich the form of communication content, use a variety of expression methods and modern scientific and technological means to enhance the appeal and appeal of red culture. In addition to traditional text, pictures, and physical displays, actively use modern technologies such as multimedia, virtual reality (VR), augmented reality (AR), etc. to create an immersive red cultural experience. Produce high-quality red cultural short videos, animations, micro-films and other new media works to spread red culture in a vivid and interesting way. Create cartoon works with the theme of the red culture of northern Anhui, attract the attention of young people through cute cartoon characters and wonderful storylines, and let them understand the red culture in a relaxed and happy atmosphere [2].

Integrate the needs of the times and the characteristics of the audience to innovate the content and themes of communication. Focus on hot issues in contemporary society and the interests of the audience, combine red culture with the core socialist values, patriotism education, and youth growth education, and create communication content with the characteristics of the times. Develop study tour courses and

practical activities with the theme of red culture for the youth group, integrate red culture education into the social practice of young people, and cultivate their sense of social responsibility and historical mission.

2.3. Integrated Communication Channels

Establish a linkage mechanism between traditional media and new media to achieve content sharing and platform interaction, and form an all-round, multi-level communication pattern. Traditional media reports can be promoted and disseminated on new media platforms to attract more audience attention; hot topics and interactive activities on new media platforms can provide reporting materials for traditional media, enhancing the timeliness and attractiveness of reports [3].

Create an all-media communication pattern and build a multi-dimensional and three-dimensional red culture communication system. Integrate various communication channels and resources to form an organic whole to achieve all-round communication of red culture. When promoting red culture, different communication channels should focus on the same theme, adopt different communication methods and means, complement each other, promote each other, and jointly enhance the communication effect of red culture. Use technologies such as big data and artificial intelligence to monitor and analyze the communication effect, adjust the communication strategy in a timely manner, and improve the accuracy and effectiveness of communication. By analyzing the audience's browsing behavior, interest preferences and other data, understand the audience's needs and concerns for red culture, push relevant content in a targeted manner, and improve the communication effect.

2.4. Cultivating Professional Communication Talents

Strengthening talent training and introduction is the key to improving the dissemination effect of red cultural resources in northern Anhui. In terms of talent training, the government and relevant departments should increase investment in the training of red cultural communication talents and encourage colleges and universities to offer majors and courses related to red cultural communication. Universities in northern Anhui such as Suzhou University can set up red cultural research and communication majors to cultivate compound talents with red cultural knowledge, communication theory and practical skills [4].

In terms of talent introduction, preferential policies should be formulated to attract outstanding red culture research talents, publicity and promotion talents, and management talents from home and abroad to work in northern Anhui. Professional ethics education for red culture communicators should be strengthened to cultivate their professionalism and sense of responsibility, and ensure that they can carry out red culture communication work with a rigorous attitude and professional quality. A red culture communication talent evaluation system should be established to comprehensively evaluate the professional ability, work performance, and professional ethics of talents, and provide a basis for the promotion and development of talents. Through regular assessment and evaluation, communicators are encouraged to continuously improve their professional quality and make greater contributions to the dissemination of red cultural resources in northern Anhui.

3. Future Prospects

In the future, the research on the dissemination of red cultural resources in northern Anhui has broad development space and many directions worthy of in-depth exploration. In terms of digital dissemination, with the continuous development of technologies such as 5G, artificial intelligence, and big data, new opportunities will be brought to the dissemination of red cultural resources in northern Anhui [5]. Further in-depth research on how to use these advanced technologies to create a more intelligent and personalized red cultural dissemination platform and achieve accurate push and interactive dissemination of red culture will be one of the focuses of future research.

In the future, research on the dissemination of red cultural resources in northern Anhui needs to continuously innovate research methods and ideas, closely integrate with the development of the times and social needs, deeply explore the connotation and value of red culture, explore more effective dissemination paths and methods, and make greater contributions to the inheritance and development of northern Anhui's red culture.

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