Research on the Development and Utilization of Traditional Culture in the New Media Environment

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Abstract

This paper aims to investigate the development and utilization of traditional culture in the context of the new media environment. It explores effective strategies for preserving and advancing traditional culture in the digital age while leveraging the potential of new media technologies for cultural innovation and dissemination. Through a comprehensive analysis and exploration of the relationship between new media and traditional culture, this paper demonstrates that the new media environment offers an expansive platform and numerous opportunities for the development and utilization of traditional culture. The integration of new media technologies enables traditional culture to be presented in diverse and engaging forms, captivating a wider audience and encouraging active participation. Moreover, new media provides convenient channels for dissemination and interactive platforms for communication, facilitating global outreach and fostering cross-cultural exchange of traditional culture. In the new media environment, traditional culture can be more effectively safeguarded and passed down through methods such as digital preservation and virtual exhibitions.

Keywords

New Media, Traditional Culture, Development and Utilization

1. Introduction

In the contemporary era of rapid digitalization and information technology advancements, the development and utilization of traditional culture in the new media environment hold paramount significance and exert widespread influence (Xia, 2023). Traditional culture, serving as a distinctive cultural legacy and intel-

lectual wealth of a nation or region, encompasses a rich tapestry of history, values, and cultural traditions (Tang, 2023). However, as society undergoes changes and technology progresses, traditional culture encounters a series of challenges and transformations. Hence, researching effective approaches to effectively preserve and develop traditional culture in the new media era bears critical theoretical and practical value.

New media refers to a series of novel communication media and technologies that have emerged in the context of digitalization and informatization, including the Internet, social media, and mobile communications, among others. Characterized by rapid dissemination, strong interactivity, and diversity, new media has profoundly influenced people's methods of information acquisition, communication, and cultural consumption. It has provided a brand-new platform and opportunities for the dissemination and development of traditional culture (Husain, 2022).

Traditional culture embodies the historical, value-laden, and cultural traditions of a nation or region, with unique cultural connotations and artistic expressions. Carrying essential elements such as historical memory, moral ethics, and aesthetic concepts of a nation, traditional culture serves as an important vehicle for national identity and cultural heritage. However, with the advancement of modernization and the impact of globalization, traditional culture faces risks of extinction, marginalization, and even loss (Wang, 2023).

This paper aims to delve into the development and utilization of traditional culture in the context of the new media environment, exploring how to effectively leverage the power of new media technologies for cultural innovation and dissemination from both theoretical and practical perspectives. The specific objectives include: First, analyzing the relationship between new media and traditional culture, revealing their interaction and mutual influences; Second, examining the advantages and impact of the new media environment on the transmission of traditional culture, as well as the challenges and opportunities faced by traditional culture within this context; Finally, investigating strategies for the development and use of traditional culture in the new media environment, encompassing areas such as digital preservation and cultural heritage protection, virtual presentation and traditional cultural experiences, and the creative industries and innovation in traditional culture. Through this research, we hope to provide important theoretical and practical guidance on the development and utilization of traditional culture under the new media environment, and provide beneficial reference and inspiration for the inheritance, innovation and development of traditional culture. Furthermore, this study aspires to contribute new perspectives and methodologies to related academic fields, promoting a profound integration of traditional culture and new media and advancing the progress of cultural transmission and cross-cultural exchange (Zhang, 2022).

To achieve the above research purposes, this study adopts an integrated methodology. It combines literature review, case studies, and fieldwork to explore comprehensively and systematically the development and use of traditional cul-

ture in the new media environment. To ensure the comprehensiveness and reliability of the research data, a variety of data sources will be utilized, including related literature, expert interviews, field observations, and online surveys.

2. Analysis of the Relationship between New Media and Traditional Culture

2.1. Interactivity and Modes of Communication

The rise of new media has brought about changes in the modes of information dissemination. Traditional culture is typically transmitted through oral tradition, written tradition, or specific social practices. However, new media provides more interactivity and diverse modes of communication, such as social media, online videos, and blogs. These changes in interactivity and modes of communication have profound effects on the inheritance and development of traditional culture.

2.2. Content and Expressive Forms

New media provides a new platform for creating, preserving, and disseminating traditional cultural content. People can digitize traditional cultural content through digital technology and present it in new expressive forms, such as online music, digital art, and virtual museums. These digitized content and new expressive forms can attract a broader audience, facilitating the dissemination and exchange of traditional culture.

2.3. Cultural Identity and Cultural Values

The impact of new media on traditional culture is also reflected in terms of cultural identity and cultural values. The widespread availability of new media allows people to access information and perspectives from different cultures, which may challenge the identification and values associated with traditional culture. Simultaneously, new media also provides a platform for the preservation and protection of traditional culture, enhancing awareness of cultural identity and traditional values.

The fusion and innovation between new media and traditional culture signify that the interactive relationship between the two is not merely about the dissemination of traditional culture, but rather a process of integration and innovation. With the introduction of new media technologies, traditional culture can be presented in an entirely new way.

3. The Advantages and Influence of the Environment in New Media on the Inheritance of Traditional Culture

3.1. The Demand for Development and Utilization of Traditional Culture

In the era of new media, traditional culture faces a more urgent need for development and utilization. Traditional culture, as a unique cultural resource with

profound historical heritage and unique cultural value, is facing a crisis of gradual decline and loss due to social changes and the process of modernization. Therefore, the inheritance and development of traditional culture has become an important task in contemporary society. The environment in new media provides a broad stage and opportunity for the development and utilization of traditional culture.

3.2. The Advantages of Traditional Culture in the New Media Environment

The new media environment provides many advantages for the inheritance of traditional culture. Firstly, new media has the characteristic of rapid dissemination, which can disseminate traditional culture in a broader and more efficient way to global audiences. Secondly, new media provides diversified display forms, such as online music, virtual museums, etc., enriching the expression of traditional culture, making it more attractive and interactive. In addition, new media can transcend time and space, allowing traditional culture to go beyond the limitations of time and space, closely integrate with modern life, and attract more attention and participation from the younger generation.

3.3. The Impact Analysis of New Media on the Inheritance of Traditional Culture

New media has had a profound impact on the inheritance of traditional culture. Firstly, the interactivity of new media and the feature of user-generated content make the inheritance of traditional culture more participatory and diversified. Users can participate in cultural creation, commenting, and sharing through Internet platforms, forming a nationwide participatory model of traditional culture inheritance. Secondly, new media provides digital preservation and virtual display technologies, effectively protecting the original form of traditional culture and cultural heritage. At the same time, new media promotes the innovation and renewal of traditional culture. Through digital technology and interactive communication, traditional culture can be combined with modern social needs, achieving cultural renewal and inheritance.

In summary, the new media environment has important advantages and impacts on the inheritance of traditional culture. Through the dissemination channels and technological means of new media, traditional culture can achieve broader dissemination and participation, and provide new possibilities for the protection and inheritance of traditional culture. However, the impact of new media on traditional culture also needs to pay attention to maintaining balance and avoid commercialization and simplification of traditional culture. Therefore, in the new media environment, it is beneficial to actively use the advantages of new media, fully utilize its dissemination power and interactivity, to achieve the development and utilization of traditional culture, and promote the inheritance and development of traditional culture in contemporary society.

4. The Development and Utilization of Traditional Culture in the New Media Environment

The development and utilization of traditional culture in the new media environment is a multidimensional process that encompasses several key aspects. These include digital preservation and cultural heritage protection, virtual exhibitions and immersive traditional cultural experiences, creative industries and innovation within the realm of traditional culture, tourism experiences that promote the dissemination of traditional culture, as well as education, pedagogy, and the inheritance of traditional culture.

4.1. Digital Preservation and Cultural Heritage Protection

In the new media environment, traditional culture can be preserved digitally to protect cultural heritage. Utilizing new media technologies, the tangible and intangible heritage of traditional culture can be digitally recorded and stored, ensuring its long-term preservation and inheritance. Digital preservation not only prevents the damage and loss of cultural heritage but also facilitates researchers and the public in their learning and research.

4.2. Virtual Exhibition and Traditional Culture Experience

In the new media environment, traditional culture can be presented to the audience in a more diverse and enriched form through virtual display technologies. Through virtual museums and online cultural exhibitions, people can remotely visit and experience traditional culture via the Internet. This form of virtual display, not limited by time and space, provides more people with the opportunity to touch and understand traditional culture, expanding the channels of cultural communication.

4.3. Creative Industries and Innovation in Traditional Culture

The new media environment provides a wide platform for the innovation of traditional culture. Traditional culture can be integrated with new media technology and transformed and innovated through creative industries. For example, integrating elements of traditional culture into digital entertainment products and cultural creative designs, creating unique cultural products and brands. The development of such creative industries not only creates economic value but also stimulates people's interest in traditional culture, promoting its inheritance and development.

4.4. Tourism Experience and Communication of Traditional Culture

The new media environment provides new opportunities for the tourism experience and communication of traditional culture. Through new media technologies, tourists can gain a deeper understanding and experience of traditional culture during their travels. For instance, with mobile applications and navigation

systems, tourists can obtain detailed cultural explanations and interactive experiences, enhancing their understanding and participation in traditional culture. Concurrently, new media can also promote and disseminate traditional culture through social media platforms and tourism promotion channels, attracting more tourists.

5. Conclusion

Digital preservation and virtual exhibitions are pivotal strategies in the protection and perpetuation of traditional culture. New media technology facilitates the preservation of traditional culture in a digital format and extends its reach by engaging a broader audience through virtual presentations.

The creative industries act as substantial catalysts for innovation within traditional culture. By intertwining traditional culture with new media, creative industries introduce a fresh dynamism and inventive elements, propelling its proliferation to a wider audience and generating economic advantages for its perpetuation and evolution.

Tourism experiences serve as an important conduit for the propagation of traditional culture. New media proffers a variety of platforms for tourists to immerse in traditional culture, with the use of mobile applications and guided systems. Additionally, the promotion of traditional culture through social media platforms and tourism promotional channels captures the attention of more tourists.

Education is an essential component in the perpetuation of traditional culture. New media technology offers an abundance of resources and interactive experiences for traditional culture education, stimulating students' interest and comprehension, thus fostering the perpetuation and evolution of traditional culture.

It is crucial to seize the opportunities presented by the new media environment and reinforce the development and utilization of traditional culture, to adapt to the evolving needs of contemporary society. By employing strategies such as digital preservation, virtual exhibitions, creative industries, tourism experiences, and education, we can continually drive the perpetuation and evolution of traditional culture. This allows for an integration with new media, rejuvenating traditional culture with a new lease of life, and achieving a harmonious blend of cultural tradition inheritance and innovation.

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Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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