

Features of Popularization of Chinese Culture in Digital Media Technology

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Abstract

With the rapid development of digital media technology, the communication of Chinese culture is undergoing profound changes and facing new opportunities and challenges of globalized communication. The purpose of this paper is to explore how to effectively disseminate and protect Chinese culture in the digital media environment, to enhance the global influence of Chinese culture, and to analyze the role and potential of technological means in it. Through literature review and case study, the application of digital platforms in cultural communication and the innovative practice of virtual reality and augmented reality technologies in cultural experience are examined. Policy recommendations include strengthening the construction of cultural content on digital platforms and encouraging the application of technological innovations in cultural transmission in order to promote the international dissemination and exchange of Chinese culture. research findings of this article are: digital media offer new pathways for the globalization of Chinese culture, while technological innovation is key to facilitating cultural dissemination and preservation.

Keywords

Digital Media; Virtual Reality (VR); Augmented Reality (AR); Material Culture; Cultural Heritage; Intangible Culture; Safeguard; Dissemination.

1. Introduction

With the accelerating trend of globalization and the increasingly frequent cultural exchanges and blending among countries around the world, Chinese culture, with its unique charm and profound heritage, is showing vitality on the world stage. Nowadays, with the rapid development of digital technology, Chinese culture is being spread, recognized and experienced in an unprecedented way. Digital technology not only provides new ways for cultural protection and inheritance, but also injects a strong impetus for cultural innovation and development.

In this context, how Chinese culture can realize wider, deeper and more efficient dissemination with the help of digital technology has become a topic worthy of in-depth discussion. The purpose of this paper is to explore how to utilize digital technology to promote the innovative development and international dissemination of Chinese culture through an in-depth study of the status quo, trends and challenges of the integration of Chinese culture and digital technology.

The research goal of this paper is to reveal the internal logic and external manifestations of the integration and development of Chinese culture and digital technology, analyze its advantages and shortcomings in the process of dissemination, and put forward targeted countermeasures and suggestions, with a view to providing theoretical support and practical guidance for the digital dissemination of Chinese culture.

2. Popularization of Material Culture

Chinese culture's tangible elements, often known as its material culture, include a diverse range of traditional artefacts and crafts that have been honed and perfected over millennia. The Chinese ceramics and jade carving showcase exceptional artistry, while the Hanfu clothing demonstrate meticulous tailoring. The traditional tea utensils exemplify remarkable craftsmanship. These objects not only serve as commodities but also represent the rich cultural heritage of China.

To popularize Chinese culture in digital media, various aspects need to be considered. The influence of gender-switching videos in the Chinese digital media environment is growing, indicating the potential for increased popularity of pop or queer culture [1]. Additionally, the construction of digital identities by transnational bloggers on Chinese social media platforms should include elements that foster affinity with Chinese culture to bridge ethnic differences [2]. Chinese digital media platforms play a crucial role in promoting Chinese cultural products and services globally, aligning with the 'culture going out' campaign [3].

Understanding the social, material, and political dimensions of digital media infrastructures is crucial for shaping the dissemination and reception of cultural content [4]. Moreover, the mediatization of popular culture at different stages, including digital mediatization, highlights the ubiquitous influence of the media on cultural practices and expressions [5]. Integrating Virtual Reality (VR) and Augmented Reality (AR) technologies for digital cultural experiences offers innovative ways to engage audiences and promote material culture in immersive and interactive ways [6]. Additionally, platforms like SYNTHESIS provide integrated solutions for managing, curating, and visualizing digital cultural experiences, enhancing the accessibility and impact of material culture in the digital space [7]. This comprehensive approach underscores the significance of leveraging digital technologies and platforms to popularize and enrich material culture in contemporary digital environments.

Social media and online marketplaces play a crucial role in spreading and promoting Chinese material culture in the digital era. These platforms offer a platform for displaying the elegance and complexity of traditional Chinese products to a worldwide audience.

Social media has the ability to quickly disseminate photos and movies that showcase the skill and visual appeal of Chinese material culture. Influencers and connoisseurs post not only showcasing the artifacts, but also explaining the stories behind them, allowing their followers to understand the cultural significance and craftsmanship of each artifact.

Conversely, online marketplaces provide a direct avenue for global consumers to buy these products. E-commerce platforms have enabled craftsmen and small enterprises to access a global customer base, providing an opportunity for those who may not have otherwise come across these things in person. The accessibility of Chinese material culture has not only heightened the demand for it, but also contributed to the preservation of traditional crafts by creating a stable market for artisans.

Digital platforms enhance the ability to communicate and participate. Customers have the ability to inquire, obtain suggestions, and acquire additional knowledge regarding the cultural background of the things they have an interest in. This interactive feature improves the consumer's experience and promotes a greater understanding and admiration for the cultural legacy embodied by these tangible products.

The advent of the digital world has also led to the emergence of virtual exhibitions and online museums, where viewers can scrutinize artifacts from the comfort of their homes through high-resolution photographs and three-dimensional models. These virtual galleries facilitate individual interaction with Chinese material culture, thereby increasing inclusiveness and democratizing the experience of cultural appreciation.

3. Promotion of Intangible Culture

Intangible cultural heritage includes behavior, representations, expressions, knowledge, and abilities that cultures acknowledge as integral to their cultural heritage. It plays a crucial role in preserving cultural variety and fostering human creativity. The challenge of promoting and preserving this intangible history is intricate, but it becomes more attainable with the introduction of digital technology.

The development of archival and documentation systems using digital technologies has revolutionized the preservation of intangible cultural assets. Digital archives are a medium for storing, organizing and presenting large amounts of information related to cultural practices, expressions and knowledge.

A key advantage of digital archives is their ability to hold high-fidelity multimedia content, encompassing text, photos, audio, and video. This enables a more thorough and captivating portrayal of intangible cultural assets. For example, traditional music, dance, and oral histories can be documented and conserved in their authentic formats, providing future generations with a direct glimpse into the past that closely resembles the original.

In addition, digital documentation techniques provide the comprehensive recording of the processes and methodologies employed in many cultural practices. For instance, the complex movements of a traditional dance, the delicate intricacies of a musical performance, or the dexterous abilities of a skilled craftsman can be recorded in high definition and made accessible for analysis and admiration.

Another significant benefit is the ease of access to digital archives. Intangible cultural heritage can be used globally, enabling more people to actively participate and gain access to knowledge. The creation and maintenance of digital archives can pose difficulties. It is crucial to prioritize the durable preservation of digital content, to effectively address rights and permissions related to access to cultural materials, and to address the digital divide that may prevent specific communities from participating in or benefiting from digital archives.

Although there are obstacles to overcome, the use of digital technologies for the safeguarding and promotion of intangible cultural assets presents enormous opportunities. It offers a potent instrument for preserving the abundance and variety of human culture for future generations and for promoting a deeper comprehension and admiration of our collective cultural legacy.

Expanding upon the groundwork of digital archives and documentation, online performances and virtual events have evolved as inventive methods to promote intangible cultural heritage. Through the use of live streaming, virtual reality concerts, and interactive online seminars, audiences can now actively participate in cultural practices in innovative and engaging ways.

Digital content is also essential for education and involvement. Educational platforms and online courses provide learners with the chance to acquire knowledge about different facets of intangible cultural heritage, encompassing its history, theory, as well as practical skills and procedures. Interactive quizzes, virtual tours, and discussion forums have the ability to improve the learning experience by making it more captivating and easily accessible.

4. Leveraging Virtual Reality and Augmented Reality in Showcasing Chinese Cultural Experiences

4.1. VR and AR Reshape the Cultural Heritage Experience: Immersive Technologies Lead to New Perspectives on Chinese Culture

Immersive technologies have the ability to revolutionize the way historical monuments, museums and artifacts are presented to the public in China and around the world.

Engaging in cultural tourism is a crucial element in immersing oneself in a nation's historical and traditional heritage. VR and AR technologies are improving this experience by providing virtual tours and interactive applications that animate Chinese historical sites and museums.

Online simulations of real-life environments, VR enables viewers to experience virtual tours of renowned monuments, historical architectural marvels, and cultural locations without the need for actual presence. Users can experience the Great Wall of China, the Forbidden City, and the Terracotta Army using 360-degree panoramic vistas and rich audio-visual tales. Virtual tours offer comprehensive historical context, enabling visitors to acquire a more profound comprehension of the importance of these locations.

4.2. AR technology Illuminates Cultural Heritage: A New Chapter in Interactive Experiences and Global Cultural Communication

AR applications can provide additional information about the artifacts on display in a museum. For instance, when a user directs their device towards a Chinese vase, they would be able to view an animated video that provides a comprehensive explanation of the vase's historical background, cultural importance, and the artistic methods employed in its production.

AR can also improve and enrich live cultural performances. AR technology can enhance traditional Chinese dance or opera performances by providing English subtitles and offering detailed information about the costumes and stage design. This makes the performance more accessible and informative for overseas viewers.

Opportunities for education and preservation, both VR and AR offer prospects for enhancing education and safeguarding cultural heritage. They can be used to document and protect cultural sites that are vulnerable to damage or disappearance. If a place is damaged or lost, a comprehensive virtual reality replica can function as a historical record for future generations and assist in the process of restoring the site.

While the use of virtual reality and augmented reality technologies in cultural tourism offers many possibilities, there are some obstacles to consider. Significant resources are necessary for the development of these technologies, and the correctness and sensitivity of the cultural depiction are of utmost importance. Additionally, the digital experience has the capacity to replace physical visits, potentially affecting local economies that depend on tourism.

VR and AR technologies present fascinating opportunities for Chinese cultural experiences, enhancing the enjoyment of China's cultural heritage through immersive, content-rich displays. They are revolutionizing the way we explore, learn and interact with culture, bringing new perspectives to cultural tourism. At the same time, these technologies are revolutionizing the teaching of Chinese culture by providing novel ways to impart multi-dimensional knowledge of language, history, art and philosophy.

Utilizing VR technology to provide immersive cultural experiences, VR provides a fully immersive experience that replicates real-world scenarios, enabling students to virtually visit various locations in China without physically leaving the classroom. VR has the ability to replicate historical eras, allowing students to physically navigate old palaces, investigate traditional communities, and observe the construction of the Great Wall. These immersive experiences have the ability to enhance the understanding of Chinese history and culture by making it more palpable and emotionally captivating.

Interactive learning using AR, AR enriches the physical world by incorporating digital information to enable interactive education. In the area of Chinese culture education, AR can be utilized to superimpose historical information, cultural stories, or linguistic explanations onto tangible objects or images. When analyzing a Chinese painting, students can use AR applications to obtain more detailed information about the artist, the techniques used, or the cultural importance of the artwork. In this approach, students can practice by tracing digital calligraphy

strokes, get instant feedback on their skills, and learn about the history and aesthetics of various calligraphic styles.

4.3. Obstacles and Possibilities

Immersive technologies have substantial prospects for cultural education, but they also pose difficulties. Creating and using VR and AR applications necessitates significant resources, and the material must be both culturally sensitive and precise. In addition, the lack of access to essential technologies might impede certain learners, underscoring the presence of a digital gap that is prevalent inside and between nations.

To summarize, the use of immersive technologies such as VR and AR in the teaching of Chinese culture is an effective pedagogical tool. These technologies can enhance the accessibility, interactivity, and significance of learning about Chinese culture, thereby promoting a deeper understanding and admiration of its rich history. As technology continues to advance and become more widespread, cultural education will have great potential to become an important part of global learning.

5. Conclusion

This paper explores how digital media can change the way Chinese culture is promoted in both tangible and intangible ways by utilizing immersive technologies in novel ways.

It first analyzes the function of digital platforms in promoting Chinese material culture. E-commerce platforms and social networking sites have become an important means of promoting and selling traditional Chinese products, ranging from handicrafts to fashion products. This phenomenon not only brings new consumers to these products, but also contributes to the preservation and support of traditional crafts and their artists. Social commerce has had a significant impact by enabling consumers to interact with goods through social networks and promoting sales through user-generated content. Expanding upon non-physical aspects, this paper emphasizes the advancement of intangible culture, including language, performing arts, and traditional wisdom. Digital archives, online courses, and virtual events have become essential tools for recording, safeguarding, and instructing these cultural elements. Social media has had a substantial impact on involving the younger generation in these traditions, rendering them more accessible and pertinent in the contemporary setting.

This paper also examines the utilisation of VR and AR technologies to generate immersive cultural experiences. These technologies provide unprecedented opportunity to delve into the Chinese cultural legacy through means that were previously unattainable, such as virtual tours of historical places and museums, and interactive encounters that animate traditional art and performances.

Ultimately, this paper highlights the profound influence of digital media on the dissemination and widespread adoption of Chinese culture. This emphasizes the utilisation of these platforms and technology to advance and safeguard both tangible and intangible elements of Chinese culture, while enhancing their accessibility to a worldwide audience. Despite facing issues related to authenticity and sustainability, the potential benefits of digital media for preserving and promoting Chinese cultural heritage are extensive, indicating a promising future.

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