Research on Digital Cultural Communication Technology Based on Digital Fusion Media Era

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Abstract

With the advent of the era of digital media, information carriers based on digital technology continue to emerge. These carriers include various communication media that carry digital text, graphics, images, sounds, video images and animations. The era of digital fusion media provides diversified channels for the dissemination of information, and the same is true for the dissemination of digital culture. The era of convergent media has brought many new ways for the dissemination of digital culture, and it has also brought many adverse effects to the inheritance and promotion of culture. This paper briefly analyzes the dissemination of digital culture in the era of convergent media from the aspects of positive influence, difficulties faced and innovative ways, hoping to bring inspiration to relevant personnel.

Keywords

Fusion media; Digital culture; Cultural communication.

1. Introduction

As the process and product of the objectification of humans essential power, culture is manifested in two forms, material culture and non-material culture, and exists in the whole process of human beings transforming the objective world and the subjective world. Culture is the sum of the activities and achievements of human beings in transforming the objective world and the subjective world. The process of a type of culture radiating from its origin or spreading from one social group to another is cultural transmission. In the era of financial media, peoples thinking and concepts have undergone many changes, and the demand for information is also constantly changing. In order to achieve innovative development of culture, it is necessary to actively update the concept of cultural information dissemination, and rationally use the media platform to broaden the channels of cultural dissemination, give culture new characteristics of the times, and promote cultural inheritance and innovative development. How to undertake the responsibility and mission of digital cultural dissemination has become a problem that must be considered at present.

2. The Positive Impact of the Convergent Media Era on the Dissemination of Digital Culture

In the current cultural communication environment, new media promotes the two-way flow of digital culture, breaks the limitations of time and space, and provides a new form of expression for digital cultural communication. The arrival of the fusion media era can bring many positive impacts to the dissemination of digital culture in the contemporary era, which are embodied in the following points:

2.1. The Audience Is Gradually Expanding

Modern media technology continues to empower news media cultural dissemination. With the in-depth integration and development of media, full media, holographic media, full-staff media,

and full-effect media have gradually eliminated the hierarchical division and regional boundaries of traditional media, and promoted the interconnection of all things. The front line of cultural communication to the whole world, cultural communication is developing in unprecedented scale and depth. in modern media

With the support of media technology, people as a whole are always "present", and a video or a piece of text that any individual casually takes can instantly arouse the attention and resonance of the whole world, triggering a phenomenal event. At present, due to the blessing of digital fusion media technology, the audience of digital culture continues to expand, and it shows a younger trend.See Figure 1.
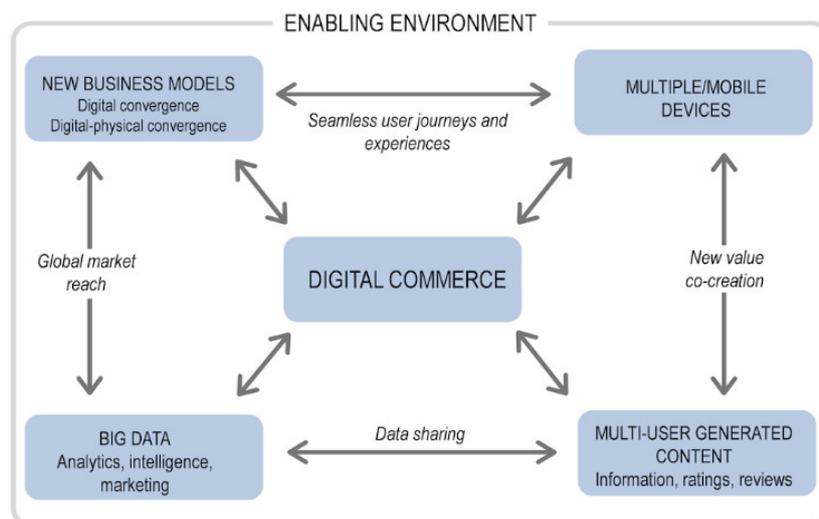

Figure 1. The positive impact of the era of convergent media on the dissemination of digital culture

2.2. The Forms of Dissemination Are More Abundant

In the new media era, users have more personalized and diverse content needs. Content sharing platforms represented by Weibo, Zhihu, Douban, Baidu Baike, etc. enable users with professional knowledge to become opinion leaders, and producing high-quality content will get more rewards. At the same time, shopping platforms such as Douyin, Kuaishou, Live Broadcasting, H5, Taobao, and social platforms such as QQ Zone have the characteristics of fast gathering and dissemination, strong interaction, and strong sense of reality compared with simple text and picture methods. , it is easy to create a visual scene, and it can create a new value experience for users.

3. Difficulties Faced by Digital Cultural Communication in the Era of Convergent Media

The society comprehensively promotes the process of media integration, deepens the new pattern of public opinion guidance, and reshapes the path of cultural dissemination. Under this situation, cultural fusion media products are faced with the dilemma of fragmented form, popular content, and insufficient network control.

3.1. Form Fragmentation

Just like the explosion of short videos such as Douyin and Kuaishou, almost all information content in the fusion media era strives to be presented in micro, short and small forms, that is, the form is "fragmented". Especially todays reading methods are gradually showing the characteristics of "fragmentation". Fragmented reading has become the main way for people to obtain information. Generally, when they encounter problems they do not understand, peoples

subconscious reaction is to search for information on the Internet instead of spending more time thinking and exploring. The dissemination of digital culture in the era of integrated media is no exception to this form: fragmented editing of various cultures to be disseminated, and output the most concise content in a short form, in order to achieve the most efficient dissemination purpose. Of course, the fragmentation of the form is destined to present a situation of shallow taste in the cultural connotation to be displayed. Take the short videos published by Peoples Daily on the WeChat official account as an example. The short videos are generally less than 5 minutes in length, and they use fragmented time to tell stories with different themes, although they can convey the news that the audience wants to express to a certain extent. , but due to space limitations, the depth is insufficient.

3.2. Popularization of Content

In the era of convergent media, the ways for people to obtain information have become more diversified and convenient, and at the same time, the cultural tendency of "consumerism" has become more obvious.

When it comes to news, it will naturally pay attention to the most popular among them. At present, the tendency of over-entertainment of content is serious, and some information is deliberately closer to entertainment, and some creators, driven by commercial interests, also try to joke about culture with an entertainment mentality. And in the era of new media, everyone can become a publisher and an evaluator of information, and some people with bad intentions, in order to gain more attention, often misread and distort the culture on purpose, this behavior is very harmful to the culture. The seriousness of the communication comes with great harm.see Figure 2.
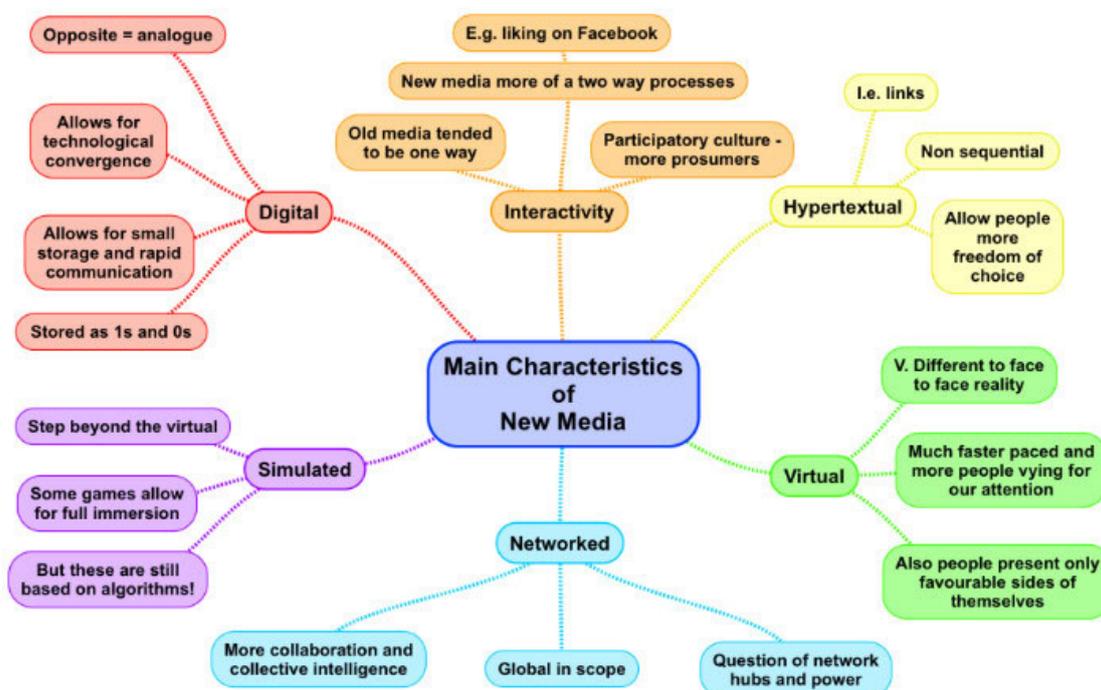

Figure 2. Digital Cultural Communication in the Age of Converged Media

3.3. Insufficient Network Control

With the development of modern media technology, "everyone has a microphone" has become a reality. The information revolution has led to changes in the way of information production and dissemination, and the pace of media integration and development has been accelerating, making the mobile Internet gradually become an information distribution center, a source of

public opinion and the main front for ideological confrontation, and its influence on cultural communication is increasing. However, due to the long update cycle of the relevant systems for network information management, there are large loopholes in the new media information management at this stage. In the era of new media, a large amount of information is released every day, and this information is accompanied by a large amount of negative and false information, which misleads the publics thinking and behavior. The complexity of the financial media environment, coupled with the lack of network information control, has caused great interference to the spread of orthodox culture, and also affected peoples cognition and understanding. In addition, due to the malicious dissemination of culture by some lawless elements through improper means, some people have feared and adversely affected it.

3.4. The Innovative Development Path of Digital Cultural Communication in the Era of Convergent Media

At present, after the research of this paper, it is found that we should use advanced technologies such as virtual simulation technology, animation technology, digital technology and artificial intelligence technology to innovate the presentation form of traditional culture, such as the reproduction of historical scenes, with the help of media convergence platforms and media tools. , and then create an immersive feeling for the audience, so that the audience can better understand and understand the content of culture, feel the charm of culture, stimulate the publics love for culture, and encourage more people to participate in the inheritance of culture. in the team. Its innovative development path is mainly as follows:

3.4.1. Propagation Matrix

The era of convergent media tends to open up and unify the media and narrative content of various platforms, and culture is no longer transmitted through a one-way straight line, but in the form of "Internet + culture" to build online and offline integration, with a high degree of Interactive Communication Matrix. By narrowing the distance between the communicator and the audience, the timeliness and interaction of cultural dissemination have been effectively improved. For example, the Palace Museum, museums in various provinces, etc. "re-engraved" a large number of ultra-clear and code-free large images of their collections to the public online. When viewing offline, the public can scan the code to enlarge and watch, and they can also download freely after free online registration. At the same time, a large number of digital collections are launched and copyrights are opened, so that they can be re-created, and the audience can experience the history and future of the new culture without going to the field. At the same time, Internet companies will also participate in the offline digital construction. The digital resource library composed of images, videos, documents and other data needs to be shared globally through the Internet and mobile Internet. Under the guidance of the concept of "science and technology for good", powerful Internet companies have launched various forms of digital construction cooperation with museums and related institutions, expanding the scope of cultural dissemination.

3.4.2. Technology Empowerment

In the era of convergent media, information will be re-enabled by technology and gain a new circulation chain. Under the promotion of big data, culture can be distributed more effectively, which greatly improves the integration and upgrade path of cultural industry communication ecology. In addition, in addition to the communication matrix, the changes brought about by technology have also realized the integration of the virtual and reality of red culture, enhancing the immersive experience of the audience. At present, the convergent media environment is in the stage of iterative upgrading. High-tech such as big data, AI, and VR are empowering new media to realize the transformation to smart media. Digital culture is also using these technologies to optimize its own content and expand new product offerings. experience, bringing an immersive experience to the audience.

4. The Specific Application of Digital Cultural Communication Technology in the Era of Convergent Media

The rapid development of current digital technology has brought new opportunities for the inheritance and dissemination of culture. It is the requirement of todays era to accelerate the digitalization process of summer resort culture and make it deeply integrated with modern digital technology. Therefore, the specific strategies are proposed as follows:

4.1. Create A Digital Resource Information Database

Seize digital opportunities and increase awareness of cultural digital protection. First, establish a digital resource information database, conduct a comprehensive census and analysis, and increase the cultural relics information list in batches; secondly, explore cultural value through time points, historical events, and integrate related information; thirdly, combine scientific and technological means to build digital protection and utilization scenarios in layers; Record cultural and historical knowledge forever through digital essence, form effective digital resources, tap its value, and gradually connect various independent cultures in the way of "points, lines and planes" to form a culture with scientific and technological attributes The value chain network inspires people of different ages, occupations and hobbies to join the wave of digital cultural dissemination.

4.2. Create A Digital Micro-Classroom Communication Brand

We carry out micro-classroom dissemination from the perspective of youth and integrate art learning, and strive to develop high-quality cultural micro-classrooms. Through various forms such as watching film and television materials, answering questions in knowledge competitions, painting design expressions, and game interaction, we strive to satisfy peoples active learning by using fragmented time. Cultural knowledge needs. Online promotion and display of various cultures can be concentrated, and offline tourism, research, and cultural creation can be integrated to attract more tourists to actively receive cultural education; expand the horizontal radiation of micro-classrooms, and encourage the production team to actively strive for cooperation with the country while making good content. Through the cooperation of communication channels and platforms, we can enhance the understanding of various cultures, the dissemination of various cultures, and the interest in the collection of various cultural-related collections, and promote the formation of a cultural protection system. , to drive the development of cultural-related industrial chains.

4.3. Adding Immersive Interactive Devices

For offline historical relics, scenic spots and various obscure cultures, immersive interactive devices can be selectively used. For example, in the museum, virtual reality technology is used to restore the scene where Emperor Qianlong reviewed the memorials here. Visitors can wear VR Glasses feel the scene at that time. Digital means can shorten the distance between cultural relics and tourists, turn tourists from visitors to participants, enhance the interactive experience of the experiencer, and leave a deep imprint on the experiencers sightseeing trip. In addition, cultural relics and scenic spots can set up immersive interactive lighting interactive installations at night to create a place for Internet celebrities to check in, bringing visitors a pleasant visual enjoyment and artistic experience, so as to promote the secondary dissemination of culture.

4.4. Establish A Comprehensive Digital Exhibition Hall

In places such as museums that spread history and culture, digital technology can be used in the display design to establish digital exhibition halls, so that users can appreciate the beauty of classical culture from all angles, not only to meet the needs of tourists to have zero-distance

contact with ancient cultural relics, but also to make Collection of cultural relics "live". For the handwritten cultural relics of the great people in the collection, the museum can set up electronic screens for tourists to imitate their handwriting, provide data matching the similarity, and enhance the participation experience of tourists. In the viewing process, the substantive connotation of the works can be observed to the maximum extent, and the most intuitive visual experience can be provided for the viewers to realize the spread of culture. At the same time, flexible use of its APP can also realize video and audio, present information in detail, provide high-quality services to viewers through professional introduction, and provide a new path for cultural inheritance.

4.5. Using New Publicity Methods Such as Live Broadcast

Referring to the official website of the excellent case, we should innovate online publicity methods in terms of cultural publicity, and update information on various cultural activities in a timely manner. Nowadays, webcasting has become an important medium for information transmission, which can not only meet the communication needs of the virtual world, but also transmit diverse cultures and ideas and create a different audio-visual world. Under the guidance of this situation, this paper finds that platforms such as Douyin and Kuaishou can be used to hold various cultural publicity live broadcasts on the Internet, bringing a different experience to many users. This kind of culture The differences and adjustments in the game have attracted the attention and attention of many fans. It is believed that under the guidance of financial media, a wider communication market and space can be obtained in the future. The application of various modern Internet platforms means that the communication of art has a better start, so it will inevitably continue to realize the form and content in the future. innovation. At the same time, in terms of communication, it also tried to combine characteristic culture and tourism, which further promoted the extension and diffusion of culture to the surrounding area, and expanded its influence and radiation.

4.6. Make the Culture Grounded and Expand the Audience

Traditional cultural propaganda and dissemination methods may only be limited to some large-scale programs. In this case, the distance between traditional culture and the public will become farther. Traditional culture has become more "grounded", which can also narrow the distance between traditional culture and the public. At this stage, online games are more prevalent and are deeply loved by the younger generation, which has prompted many successful online games to gradually integrate with excellent traditional culture and reasonably penetrate the culture. Configure mini-games with cultural characteristics, and develop mini-games linked to culture, deepen the aesthetic experience in the interactive development of games and 3D digital animation, and indirectly penetrate the traditional mountain village culture to the youth group, which plays a role in cultural dissemination. Secondly, cultural-related content can be integrated into an App, so that everyone can learn cultural-related content when using mobile phones, thus facilitating the spread of culture. For example, some columns about traditional culture, such as opera, Peking opera, etc., have been integrated into "Learning to strengthen the country", so that when users click on this app, they can enjoy the culture in their spare time to relieve their work pressure. Effectively deepen the publics understanding of culture.

4.7. Create Special Entertainment Programs

In recent years, programs such as "I Repair Cultural Relics in the Forbidden City", "China in Classics", and "Chinese Poetry Conference" have attracted widespread attention and are deeply loved by audiences, realizing the development of traditional culture. The innovative application and development of digital technology has promoted the diversification of the current traditional cultural communication methods, and actively cooperated with the current situation.

Cooperation with the former new media. After the research of this paper, it is found that it is possible to create suitable variety shows according to different styles of cultural systems, increase the intensity of cultural dissemination, and increase its local and even national influence.

5. Conclusion

It can be said that in the era of integrated media, the way of cultural communication will no longer be limited to interest guidance in the content of film and television works, or to deepen the aesthetic experience in the interactive development of games and 3D digital animation, or to enhance the sensory dimension in virtual reality. Disseminate in the process of creating historical and cultural related content, improve the works in the process of dissemination, and form a model of national dissemination and national creation. Therefore, in the era of convergent media, we should be good at analyzing various data, then integrate the correct data trends, and then adjust the content of cultural communication to ensure that audiences and audiences will continue to deepen their understanding of culture in the process, and at the same time achieve Innovative dissemination of culture.

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