

Construction of Artistic Practice Paths for the Modern Expression of Folk Culture Empowered by AIGC

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ABSTRACT

AIGC technology has opened up a brand-new technical path and artistic space for the modern expression and innovative inheritance of folk culture. As an important carrier of national spirit and regional civilization, folk culture is confronted with practical challenges such as narrow communication boundaries, insufficient content innovation, and a continuous loss of young audiences in its traditional communication modes. With its advantages in multimodal content generation, intelligent interactive experience construction, and efficient creative production, AIGC provides profound impetus for the transformation of folk culture in terms of content form, communication field, and audience experience. According to artistic practice, this paper analyzes the inherent value of AIGC in empowering the modern expression of folk culture, and constructs a systematic practice framework covering content creation, technology integration, scenario expansion, communication innovation, talent cultivation, and industrial upgrading, in order to facilitate the creative transformation and innovative development of folk culture in the digital context, enable it to take root in contemporary life in diverse and vivid forms, and enhance public cultural identity and cultural confidence.

KEYWORDS

AIGC; Folk culture; Modern expression; Art practice

1 Introduction

In August 2025, the State Council issued the “Guidelines on Further Implementing the ‘AI Plus’ Initiative”, which explicitly stipulates: “We should promote AI to play a greater role in boosting cultural production, enhancing cultural communication, and facilitating cultural exchanges. We will utilize AI to assist in creating more cultural content that embodies Chinese cultural elements and symbols, and strengthen the cultural industry.” At present, with digital technology fully integrated into the cultural sector, folk culture, as a vital component of excellent Chinese traditional culture, still suffers from problems such as monotonous inheritance approaches, lagging transformation into contemporary discourse, and insufficient communication coverage and influence. With its technological advantages such as multimodal content generation, intelligent interactive experience design, and efficient content production iteration, AIGC has opened up new paths for the modern development of folk culture. It can break through the spatial and expressive limitations of traditional folk culture communication, and drive folk culture to transform from static preservation to dynamic innovation, and from niche communication to universal sharing among the whole people. A systematical study on the value connotation and implementation path of AIGC in empowering the modern expression of folk culture is both a specific measure to implement the national strategy of integrating AI and cultural industry, and an important starting point for promoting the living inheritance of folk culture and achieving the creative transformation and innovative development of traditional culture, which can provide solid support for the construction of a digital culture system with Chinese characteristics.

2 Artistic Value of AIGC in Empowering the Modern Expression of Folk Culture

2.1 Activate the Artistic Vitality of Content Innovation in Folk Culture

Folk culture has formed a unique cultural system through folk life practices and long-term historical inheritance. However, some traditional folk crafts, ritual procedures and visual symbols have developed slowly due to rigid inheritance paths and monotonous creative models. Meanwhile, certain precious cultural resources are on the verge of being lost, and their artistic value is difficult to be effectively realized in the contemporary context. Supported by big data analysis and intelligent generation technologies, AIGC can systematically sort out and structurally reconstruct diverse folk cultural materials, so as to break the mindset and skill constraints of traditional creators and expand the creative dimensions and expression space of folk culture. AIGC integrates the core elements of traditional folk culture with contemporary artistic language and aesthetic trends to generate artistic forms that are suitable for modern communication scenarios. It enables the dormant folk cultural resources to achieve creative transformation and activate their artistic vitality through continuously iterative content innovation, thus providing stable internal driving force for the living inheritance of folk culture.

2.2 Expand the Multi-dimensional Expression Space of Folk Culture Presentation

Traditional folk culture has long been disseminated through physical carriers, on-site performances and paper documents, with relatively fixed presentation forms. There are obvious limitations in spatial coverage and audience experience, making it difficult to fully display the inherent artistic characteristics and cultural connotations of traditional folk culture. Relying on multimodal generation technology, AIGC can digitally translate and restructure folk culture resources to form diverse artistic carriers such as images, audio, and 3D models, thereby establishing a multi-level artistic expression system^[1]. By leveraging digital technologies such as virtual reality and motion capture, AIGC can precisely restore folk activity scenes and craft processes, promoting the transformation of static cultural resources into dynamic immersive experiences. The rich content can also support the dissemination of folk culture in emerging scenarios such as virtual exhibitions and digital collections, continuously expanding the scope of artistic expression and providing a broader multidimensional space for the expression of folk culture.

2.3 Strengthen the Artistic Penetration of Folk Culture in Mass Communication

The empowerment of the modern expression of folk culture by AIGC can significantly enhance the artistic penetration of folk culture in mass communication. Traditional folk culture dissemination relies on offline performances and traditional media, with a long communication chain and relatively fixed audience groups, making it difficult to achieve a large-scale contemporary communication effect. Leveraging multi-modal generation technology and algorithm distribution logic, AIGC can customize artistic content in line with the communication logic of different new media platforms, realizing the digital translation and lightweight dissemination of folk culture symbols. Its efficient content production capacity can significantly shorten the creation cycle and production costs, and promote folk culture to shift from static display to dynamic interactive communication to precisely cater to the media usage habits and aesthetic preferences of young audiences. Moreover, it can expand the reach of folk culture through diverse artistic forms, and continuously enhance the artistic penetration in daily and scenario-based communication. In this way, it can establish an efficient and sustainable artistic communication system for the contemporary mass communication of folk culture.

3 Construction of Artistic Practice Paths for Modern Expression of Folk Culture Empowered by AIGC

To empower the modern expression of folk culture through AIGC, local authorities should take the following measures: first, build a digital database of folk culture to consolidate the foundation for artistic creation; second, develop an AIGC model tailored for the vertical field of folk culture to achieve precise artistic generation; third, create immersive folk art experience scenarios to innovate forms of artistic practice; fourth, innovate a multimodal communication system for folk culture to expand its influence; fifth, cultivate interdisciplinary talents in folk art to strengthen support for practical development; sixth, promote the transformation and upgrading of folk culture industries to realize sustainable development.

3.1 Build a Digital Database of Folk Culture to Consolidate the Foundation for Artistic Creation

Building a digital database of folk culture is a prerequisite for the modern expression of folk culture empowered by AIGC. Local authorities can rely on a multidisciplinary collaborative mechanism to integrate professional forces such as folk custom research, intangible heritage inheritance, and digital technology, thus conducting systematic surveys and structured collection of folk cultural resources in different regions and categories^[2]. Meanwhile, through high-definition image collection, technological process documentation, audio and video archiving, and digital conversion of texts and other methods, a diverse collection covering both material and intangible forms can be formed, and a multi-dimensional annotation system including regional attributes, artistic types, historical contexts, and cultural connotations can be established. In addition, by connecting with the national cultural big data platform, the sharing mechanism and management system of the database will be improved, and supporting systems such as copyright confirmation and data security can be strengthened. This provides a reliable data foundation for the application of AIGC technology, making the generated content accurately carry the essential connotations of folk culture, and preventing the fragmented misuse and superficial interpretation of cultural elements.

3.2 Develop an AIGC Model Tailored for the Vertical Field of Folk Culture to Achieve Precise Artistic Generation

General AIGC models have obvious limitations in adapting to the creation of folk culture, as they cannot accurately capture its unique artistic logic and cultural core. Therefore, the development of vertical professional models is an

inevitable path. Local authorities can leverage the collaborative advantages of universities, research institutions, cultural enterprises, and inheritors of intangible cultural heritage to systematically deconstruct folk culture digitally. They can extract the formal characteristics, expression paradigms, and value connotations of folk arts from different regions and genres, and transform them into trainable algorithmic logic and data systems. At the same time, specialized generation models can be created for specific scenarios such as folk visual art, traditional music, folk performances, handicraft skills, and festival rituals, so as to enhance the pertinence and professionalism of content output^[3]. In addition, a dynamic iteration mechanism should be established to continuously revise the algorithm based on professional reviews by inheritors and feedback from the audience. It can ensure technological innovation while maintaining the authenticity of folk culture, and promote the deep integration of AI technology and the inheritance of folk culture.

3.3 Create Immersive Folk Art Experience Scenarios to Innovate Forms of Artistic Practice

Local authorities should rely on the AIGC technology system to integrate virtual reality, augmented reality, digital twin and multi-dimensional interactive sensing technologies, in order to reconstruct the spatial presentation and experience logic of folk culture, and promote the iterative upgrading of folk art practice forms. They can build technology-driven immersive experience carriers based on physical spaces such as offline cultural venues and folk custom parks, and generate dynamic folk scenes, anthropomorphic virtual characters and operable craft interaction modules using AIGC, thereby achieving deep interaction between the audience and folk culture. Meanwhile, they can build online virtual exhibition halls and cloud-based folk culture blocks on digital platforms, and generate customized experience content based on the real-time interaction capability of AIGC, so as to break through the constraints of time and space and expand channels for cultural reach^[4].

Local authorities can also integrate this experience system with cultural tourism, education, and commerce and other fields to extend the scope of folk art practice, and strengthen the public's sense of cultural participation through immersive interaction, thus promoting the sustainable communication and value transformation of folk culture in contemporary society.

3.4 Innovate a Multimodal Communication System for Folk Culture to Expand Its Influence

Local authorities should base themselves on the omnimedia communication landscape and take AIGC technology as the core support to reconstruct the multimodal communication system of folk culture, in order to broaden the communication field for the contemporary expression of folk culture. In light of the communication logic and audience preferences of different media platforms, local authorities can leverage the content generation capability of AIGC to precisely produce digital content of folk culture that is suitable for various channels, thus diversifying communication forms. At the same time, they can integrate resources from various communication entities to build a collaborative and interactive matrix for the communication of folk culture, and create sustainable communication content based on cultural festivals and social hot topics.

Local authorities can also use AIGC interaction technology to build public participation portals to strengthen the deep connection between the audience and folk culture, and activate grassroots communication forces through immersive and interactive communication, thereby comprehensively enhancing the communication efficiency and artistic influence of folk culture in contemporary society.

3.5 Cultivate Interdisciplinary Talents in Folk Art to Strengthen Support for Practical Development

The artistic practice of empowering the modern expression of folk culture via AIGC requires strong support from multidisciplinary talents in folk art, which is a crucial link to ensure the long-term implementation of such practice. Universities, cultural and creative institutions, and technology enterprises should collaborate to establish a cross-disciplinary talent training framework, and integrate folk culture research, intangible cultural heritage skill inheritance, AIGC technology development, and digital content creation into an integrated training system. At the same time, through customized course settings and regular practical training, practitioners should be equipped with both cultural interpretation abilities and technical application skills, achieving a deep integration of folk culture connotations and digital expressions^[5].

Additionally, a two-way empowerment mechanism for intangible cultural heritage inheritors and technology practitioners should be established to promote the mutual integration of cultural cognition and technical thinking, forming a stable cross-disciplinary talent hierarchy. Simultaneously, the talent incentive and practice incubation mechanisms should be improved to provide support talents in participating in project research and the implementation of works, so as to lay a sustainable talent foundation for AIGC to empower the modern expression of folk culture.

3.6 Promote the Transformation and Upgrading of Folk Culture Industries to Realize Sustainable Development

Local authorities can rely on AIGC technology to restructure the transformation logic of folk culture industries, promoting the shift of folk culture resources from static preservation to dynamic development. They can utilize technologies such as algorithm generation, digital rendering, and content co-creation to develop differentiated folk cultural and creative products and digital content carriers, expanding the channels for achieving the value of folk culture. At the same time, they can deepen the cross-border integration of AIGC with fields such as cultural tourism consumption, and rural construction, and build an industrial operation system linking online and offline to activate the collaborative efficiency of all links in the industrial chain. Local authorities also need to improve the industrial support mechanism that combines policy guidance, market leadership, and multi-party participation, strengthen digital copyright protection and industry standard formulation, and transform the advantages of technological empowerment into momentum for sustainable development. It will enhance industrial competitiveness and provide stable support for the long-term inheritance and modernized development of folk culture.

4 Conclusion

The AIGC technology has opened up an unprecedented new path for the modern expression of folk culture, and serves as a supporting force for promoting the creative transformation and innovative development of folk culture. In the process of artistic practice, local authorities should deeply explore the inherent value of folk culture and scientifically establish a systematic practice path. Relying on digital material reserves, professional model construction, immersive experience creation, omnimedia communication layout, interdisciplinary talent cultivation, and industrial implementation support, the deep integration of AIGC and folk culture can be achieved. In the future, efforts should be made to continuously strengthen the collaboration between technological innovation and cultural inheritance, always uphold the original core of folk culture, and continuously expand the dimensions of artistic practice. This will enable folk culture to radiate new vitality in the digital era and realize long-term inheritance through diverse and contemporary artistic forms, and provide continuous endogenous driving force for the prosperity and development of Chinese culture.

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