

Research on the Communication Path of Yellow River Culture Based on Digital Technology

Hao Liu, Yadan Li

School of Journalism and Communication, Luoyang Normal University, Luoyang Henan 471000, China

ABSTRACT

In the digital age, the Yellow River culture, as one of the sources of Chinese civilization, is ushering in a new opportunity for dissemination. The development of digital technology provides an innovative way for the transmission of the Yellow River culture, and opens up a broad space for its protection, dissemination and development. The integration of modern digital technology and the rich connotation of Yellow River culture can break the boundaries of time and space, and let the Yellow River culture step out of the museum and study room and step into the public eye. Digital technology has injected new vitality into the transmission of the Yellow River culture, giving more possibilities to it, making the ancient river glow with the glory of the times, shining new light in the new era. Through the digital communication and application, the Yellow River culture will be presented in a more vivid, fresh and diversified form, stimulate people's interest and pride in this precious cultural heritage, and make positive contributions to the promotion of Chinese civilization. Taking the Yellow River culture as the entry point, this paper discusses in detail the value of digital technology to the Yellow River culture communication, the current situation of the Yellow River culture communication, and the innovative path of the Yellow River culture communication from the perspective of digital technology, in order to provide some guidance for the Yellow River culture communication.

KEYWORDS

digital technology; Yellow River culture; communication and application

1 Introduction

The deep integration of Yellow River culture and digital technology radiates new vitality and vigor. As a new cultural form, digital culture not only inherits the essence of Yellow River culture, but also adapts to the acceptance habits of the contemporary public, and provides a new path for the transmission of Yellow River culture through the integration of digital technology and traditional culture. Relying on digital platforms, virtual reality, augmented reality and other means, the Yellow River culture communication is presented to the world in a more vivid and immersive way, which promotes more people to understand and love the Yellow River culture.

2 The Value of Digital Technology to the Yellow River Culture Communication

2.1 Shape the New Ecology of Yellow River Culture Communication by the Digital Technology

In the digitalization, the transmission of Yellow River culture has ushered in an unprecedented

transformation. Digital technology has broken the time and space limitation of traditional communication forms, and the application of immersive technology such as virtual reality and augmented reality has narrowed the distance between people and the Yellow River culture, which makes the Yellow River culture no longer limited in physical spaces such as museums, cultural relics and monuments, but accessible anytime and anywhere. The distance education platform transmits the knowledge of the Yellow River culture to all directions, thus giving more people the opportunity to understand and pass on the history. Digital technology has also expanded the communication channels of the Yellow River culture, and social media and short video platforms have become new communication positions, so that the charm of the Yellow River culture is presented in a variety of novel and interesting ways. Through different styles of short films and live broadcasts, people can appreciate the beauty of the Yellow River from different angles and feel the perseverance of its children. For example, the large-scale live variety show "Traveling the Yellow River of China" launched by Shandong Satellite TV starts from the live water source of the Yellow River "the Aemye Ma-chhen Range" and leads the audience to experience the magnificent scenery and cultural customs of the nine provinces and regions along the Yellow River from the west to the east, so as to show the diverse cultures along the Yellow River in an all-round way. With the support of scientific and technological means, the Yellow River culture is no longer a superior academic topic, while it is deeply rooted in the hearts of the people and becomes a beautiful memory in the life of the public. In addition, digital technology has promoted the cross-border integration of Yellow River culture. The integration of digital music, digital art and other new forms with the Yellow River elements has created cultural works with contemporary features. For example, the Yellow River Piano Concerto perfectly combines traditional Yellow River folk songs with modern music, and plays the mighty voice of the Yellow River on the world stage. Digital paintings about the Yellow River are also popular, which show the depth and breadth of Yellow River culture with the abstract and expressive brushstrokes. At the same time, the new ecology of Yellow River culture shaped by digital technology not only enriches the cultural connotation, but also narrows the distance between people and culture. People are no longer onlookers of the Yellow River culture, but active participants and disseminators, jointly writing the inheritance and innovation of Yellow River culture^[1]. The Yellow River culture in the digital era is brimming with unprecedented vitality and vigor, and injects a steady stream of spiritual power into the prosperity of Chinese civilization.

2.2 Nurture the Modern Creativity and Foster the New Cultural Expression by Digital Technology

As an important part of Chinese civilization, the Yellow River culture carries profound historical deposits and rich cultural resources. The progress of modern digital technology has brought new opportunities for the spread of Yellow River culture, and makes it radiate unique charm in the new era. The combination of digital technology and Yellow River culture can not only explore traditional cultural elements in a more comprehensive and profound way, but also present Yellow River culture to a wider audience, especially the younger generation, with innovative forms and modern means of expression. Specifically, first of all, the application of virtual reality (VR) and augmented reality (AR) makes the experience of Yellow River culture more vivid and realistic. By using the VR technology, the historical scenes of the Yellow River basin can be reproduced, which allows the audience to feel the brilliance and charm of the Yellow River civilization as if they were in ancient times. The AR technology can provide interactive cultural experiences in places such as museums, so that viewers can interact with historical relics through smart devices, and deeply understand the stories and cultural connotations of these relics. Secondly, the digital presentation of Yellow River culture is not limited to visual effects, but can also create an immersive cultural experience through

the multimedia integration. Through digital means, music, dance, drama and other art forms in the Yellow River culture can be recreated and disseminated through the network platform. Finally, the spread of Yellow River culture can also boost the development of digital content industry, such as the online film and television, online animation, online games and so on. Taking network film and television as an example, film and television companies can produce original TV dramas or documentaries based on the history of the Yellow River, such as the large-scale documentary “The Yellow River Turns Here” broadcast by CCTV, which reproduces historical events through exquisite special effects and vivid plots to enhance the audience’s sense of engagement and emotional resonance. In the online games, Yellow River cultural elements can be integrated into the plot and scene design, so that players can subtly accept cultural influences during the game. In short, digital technology provides rich creative and innovative means for the transmission of Yellow River culture. Through digital technology, more high-quality cultural products can be created, and the Yellow River culture can be presented in a modern way of expression, so as to achieve the unification of cultural value and commercial interests, and promote the inheritance and development of Yellow River culture in the digital era.

3 Present Situation of the Transmission of Yellow River Culture

3.1 Relatively Serious Formalization and Homogenization Problems of Communication Content

The formalization and homogenization problems of the Yellow River culture communication content is relatively serious. First of all, the communication content is mainly based on historical events and celebrity stories, which lacks novelty and diversity. A large number of communication materials repeatedly tell the famous battles and stories of emperors and generals in the Yellow River basin, while ignore the lives and cultural traditions of ordinary people. Such a single narrative angle makes it difficult for audiences to have a fresh feeling and emotional resonance when they understand the Yellow River culture. Secondly, the form of expression is relatively simple. Many communication media of Yellow River culture, such as books, documentaries and exhibitions, adopt the same expression techniques, mostly using the traditional text narration, picture display, and a small amount of video images. The stylized way of expression leads to a lack of creativity and attraction in the content, which is difficult to meet the needs of contemporary audiences for interactive and diverse experiences. Thirdly, the language style of communication content lacks the diversity. Many communication materials of Yellow River culture adopt a formal and serious language style, which ignores the needs and receptivity of different audiences. Especially for young people and international audiences, this style of language is too stuffy and boring to arouse their interest^[2]. Finally, regional characteristics are not obvious. Although the Yellow River basin covers many provinces, and each region has its own unique cultural characteristics, in the communication content, local characteristics are often ignored, and are replaced by a unified description of the Yellow River culture. This approach weakens the richness and diversity of the Yellow River culture and fails to fully show its true face.

3.2 Single Communication Channel and Insufficient Use of Digital Technology

The inheritance channel of Yellow River culture is relatively traditional, mainly relying on historical books, ancient monuments and sites and other carriers, and using books, newspapers, television, radio and other mass media. the transmission range of these channels is limited and is difficult to reach a wider audience. Especially for young people, these traditional media are not

attractive enough, and young people are more inclined to get information through the Internet and mobile terminals. At the same time, although digital technology is constantly innovated, the use of digital means in the Yellow River cultural communication is obviously insufficient, and there are still many problems. First, the digitalization process of the Yellow River culture is slow, and a large number of precious Yellow River cultural relics have not been digitized, and cannot be disseminated through modern channels such as the Internet. Second, the application of digital technology in the Yellow River culture publicity and promotion is insufficient. The official publicity channels and cultural institutions do not make full use of digital technology, and fail to effectively use network media, virtual reality and other means to make the Yellow River culture “alive”. Third, the construction of digital platforms lags behind and cannot effectively meet the online needs of audiences. At the same time, the integration of digital resources of Yellow River culture is insufficient, and the digital achievements of Yellow River culture scattered across the country have not yet formed a systematic platform and cannot be co-built and shared, resulting in low resource utilization efficiency. These problems collectively lead to a single channel for the dissemination of Yellow River culture, narrow audience coverage and poor communication effectiveness^[3].

4 Innovation Paths for the Yellow River Cultural Communication based on Digital Technology

4.1 Fully Excavate the Cultural Connotation of the Yellow River Culture, and Enable Cultural Creation by Digital Technology

Relying on digital technology to enable cultural creation, the Yellow River cultural communication can fully tap its rich connotation, expand transmission channels, and enhance audience stickiness. First, there is a need to construct the resource bank of Yellow River culture. Artificial intelligence, big data and other technologies are used to establish a holographic database of the Yellow River culture, which gathers cultural relics, literature, folklore and legends and all-round cultural resources to form a digital asset with rich content. On this basis, this part of digital assets are systematically sorted out and classified, and an open online database is established for researchers and the public to search and use. At the same time, digital libraries and museums with the Yellow River culture theme will be developed to provide rich multimedia resources and interactive functions, so as to make the transmission of Yellow River culture knowledge more convenient and in-depth^[4]. Secondly, virtual reality technology is used to create an immersive Yellow River cultural experience space. Through panoramic images and interactive scenes, the audience can be placed in the magnificent landscape and historical relics along the Yellow River and feel the unique charm of the Yellow River culture. For example, the visual music work “Yellow River”, which takes the Yellow River as the theme, uses big data visualization means, takes the screen projection as a stage, and combines 100 years of real hydrological data of the Yellow River with the four traditional Chinese sacred beasts (the Tsing Lung, the White Tiger, the Rosefinch, and the Black Tortoise) to produce a video work to show the charm of the Yellow River.

4.2 Construct a Cultural Three-Dimensional Communication Matrix, and Promote the Communication through the Youthful Discourse System

In order to promote the transmission of Yellow River culture under the empowerment of digital technology, it is necessary to build a three-dimensional communication matrix, integrate various platforms and channels, and form a multi-dimensional communication pattern. First, it is necessary to build a digital communication platform. Relying on the cloud computing, big data and other

technologies, the digital display and exchange platform of Yellow River culture has been established. Through virtual exhibition hall, interactive games, multimedia interpretation and other means, the history, geography, culture and other multi-dimensional content of the Yellow River culture are vividly displayed, so that people can immerse themselves in the Yellow River culture. Second, it is necessary to build a mobile communication carrier. The mobile phone applications, small programs and other mobile communication carriers about the Yellow River culture are developed to transfer the Yellow River culture in a fragmented and convenient way, so that people can understand the beauty of the Yellow River anytime and anywhere. Third, it is necessary to enable the cultural IP promotion. The digital technology can be used to promote the integration of culture and industry, derive cultural and creative products, film and television works, games, animation, etc., with the Yellow River theme, so as to integrate the Yellow River culture into the modern life, and attract more young people's attention and inheritance. Fourth, it is necessary to construct the social media communication matrix. Official accounts should be established on Wechat, Weibo, Tiktok and other social media platforms to build emotional links and inspire resonance with the public with a youthful discourse system and interactive communication method^[5]. At the same time, activities such as topic discussions and online activities should be actively carried out to form an influential Yellow River cultural communication ecosystem.

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