

# *The framework of digital technology empowerment for the dissemination of Jiangyou culture, the current challenges, and targeted strategies*

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**Abstract:** Digital technology, with its unique efficiency and innovation, has rapidly permeated the field of cultural communication, disrupting and reshaping the process of Jiangyou culture dissemination. It has become a crucial engine and accelerator for promoting the dissemination of Jiangyou culture. In the context of technological empowerment, this study selects the empowerment of Jiangyou culture communication by digital technology as its research focus. It analyzes the framework of elements in which digital technology empowers the communication of Jiangyou culture from dimensions like communication subjects, content, media, audience, and effects. The study also delves into the real challenges in the digital technology empowerment of Jiangyou culture communication, including conflicts between digital technology and the content of Jiangyou culture communication, the fragmentation of digital technology reducing the efficiency of Jiangyou culture communication, the digital divide restricting the comprehensive dissemination of Jiangyou culture, and the impact of digital technology on the security of Jiangyou culture resources. With the goal of enhancing the efficiency of digital technology empowerment in Jiangyou culture communication, targeted strategies are proposed, such as improving policy systems, overcoming technological barriers, strengthening digital resource security, and creating a digital communication context.

## 1. Introduction

The 20th National Congress of the Communist Party of China's report pointed out, "Adhere to the position of Chinese culture, refine and showcase the spiritual symbols and cultural essence of Chinese civilization." It further proposed, "Implement the national cultural digitization strategy, improve the modern public cultural service system, and innovate the implementation of cultural projects for the well-being of the people"<sup>[1]</sup>. This not only emphasizes the importance of the dissemination of Chinese culture but also provides a significant guideline. The development of digital technology and the evolution of new media formats have profoundly transformed the landscape of human communication. These technological advancements have sparked platform effects, expanded the boundaries of media, and simultaneously reconstructed various aspects of traditional cultural communication. Jiangyou is a historical alias of Jiangxi, and Jiangyou culture is a comprehensive cultural concept primarily based

on Gan culture. The creative transformation and innovative development of Jiangyou culture also require the empowerment of digital technology to further explore and disseminate the rich connotations of Gan culture. Digital technology, with its unique efficiency and innovation, can rapidly infiltrate cultural communication, reshaping the process of Jiangyou culture dissemination, and becoming a vital engine and accelerator for promoting Jiangyou culture communication. Only by seizing the opportunities presented by the development of digital technology and clarifying the framework of elements in which digital technology empowers Jiangyou culture communication can we drive the dissemination of Jiangyou culture. However, academic research on Jiangyou culture is relatively limited, and even fewer scholars have ventured into the realm of the integration of digital technology with Jiangyou culture communication. Therefore, this article takes a fresh perspective and investigates how digital technology empowers Jiangyou culture communication, constructs the framework of elements in which digital technology empowers Jiangyou culture communication, analyzes the real challenges it faces, and then proposes targeted strategies.

## 2. Digital technology empowers the framework of cultural communication in Jiangyou

Digital technology empowers the three-dimensional nature of cultural communication channels in Jiangyou, diversifies communication subjects, and simplifies communication forms, reshaping the entire process of Jiangyou cultural communication. It has become a significant engine and accelerator for promoting the creative transformation and innovative development of Jiangyou culture. Using the 5W communication elements proposed by American political scientist Harold Lasswell [2] as an analytical framework, it reveals the interactive relationship between digital technology and Jiangyou cultural communication, constructing an overall framework for digital technology and Jiangyou cultural communication (See Figure 1).

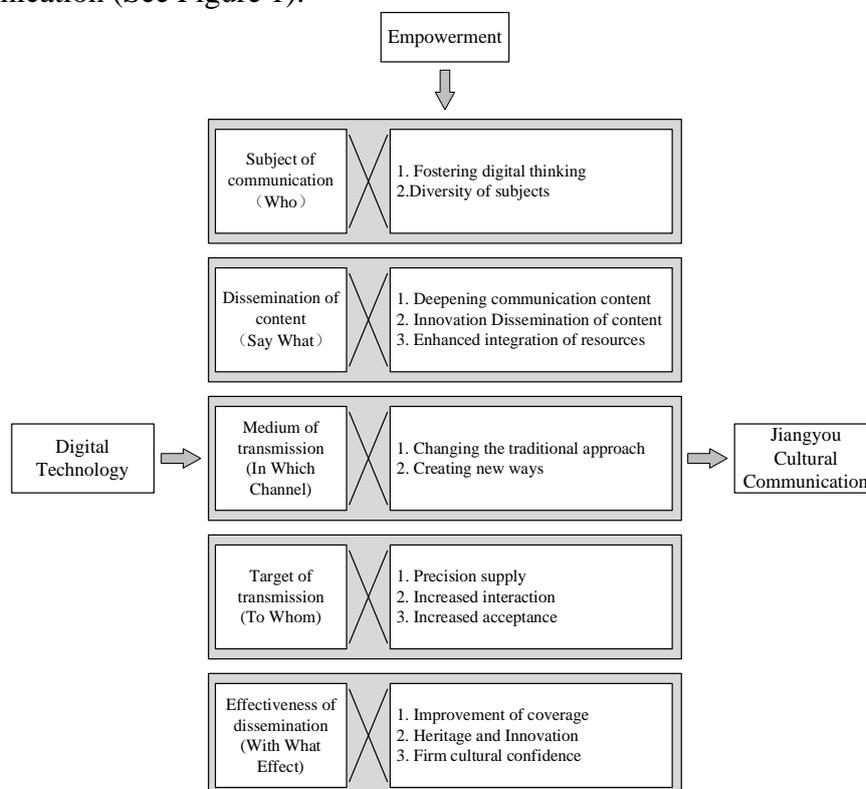


Figure 1: The Element Framework of Digital Technology Empowering Jiangyou Cultural Communication

## **2.1 Empowering the Subjects of Jiangyou Cultural Communication with Digital Technology**

The communicator is not only the initiator of communication activities and the disseminator of communication content but also the most critical factor in the communication process. The application of digital technology helps cultivate digital communication thinking and digital communication skills among Jiangyou culture communication subjects, while also promoting the diversity of these subjects. On one hand, the empowerment of digital technology for Jiangyou culture dissemination brings about certain changes for communication subjects. The innovation in digital technology has given rise to numerous new media platforms, such as TikTok, which have revolutionized the methods of communication, encouraging communicators to break free from traditional cultural communication patterns and broaden their communication thinking. Simultaneously, the emergence of new communication methods challenges communicators on how to better disseminate Jiangyou culture, prompting them to enhance their cultural literacy and their capacity for innovative transformation in Jiangyou culture communication. On the other hand, the rapid development of digital technology has made cultural communication subjects more diverse, no longer limited to traditional Jiangyou culture institutions and expert scholars. Any individual or organization can use digital technology platforms to disseminate Jiangyou culture. The general public is no longer passive recipients of cultural communication; they can actively participate in the dissemination of Jiangyou culture.

## **2.2 Empowering the Content of Jiangyou Culture Dissemination with Digital Technology**

Communication content is composed of a set of meaningful symbols that can convey a complete message and is the core of communication<sup>[3]</sup>. Digital technology deepens the exploration of Jiangyou culture communication content, enriches the forms of Jiangyou culture communication, and enhances the integration of Jiangyou culture resources. Firstly, digital technology deepens Jiangyou culture communication content by combining contemporary features and mining more distinctive Jiangyou content. Through the fusion of digital technology and traditional Jiangyou culture content, it creates cultural content that aligns with the times, adheres to creative transformation and innovative development, continues to enrich, expand, improve, and innovate its content, allowing the unique characteristics of Jiangyou culture to harmoniously develop within modern society. Secondly, digital technology innovates Jiangyou culture communication content. With the support of digital technology, the communication content of Jiangyou culture becomes more diverse. It can be presented not only in various forms such as text, images, audio, and video but can also immerse the audience through technologies like virtual reality (VR) and augmented reality (AR). Furthermore, digital technology enhances the integration of Jiangyou culture resources. By embedding data elements into the integration of Jiangyou culture resources, Jiangyou culture content can be transformed into data, greatly facilitating storage and driving the development of a Jiangyou culture sharing platform, enriching the content of Jiangyou culture communication.

## **2.3 Empowering the Media for Jiangyou Culture Dissemination with Digital Technology**

Media plays a crucial role in the process of information dissemination, serving as a bridge that conveys the intentions of communicators to the audience and facilitates the exchange of ideas between both parties. It is the tool and medium through which communication actions are carried out. Digital technology has transformed the traditional means of Jiangyou culture communication, creating new communication media. Firstly, digital technology has altered traditional modes of communication, such as printed books and newspapers, by introducing online reading methods. This expansion of reading options goes beyond text and images, including audio, video, and interactive

elements, providing readers with a richer and more vivid reading experience. Through the analysis of audience data, it allows a deeper understanding of readers' reading habits and interests, enabling the provision of more accurate recommendations and personalized services. Secondly, digital technology has created new modes of communication, driving the development of technologies such as AR, AI intelligence, big data, and the metaverse, making cultural communication more diverse. Platforms like Weibo, Kuaishou, and TikTok, supported by digital technology, can use methods such as data analysis and user profiling to precisely communicate based on various needs, enhancing the specificity and personalization of cultural communication. The use of VR, AR, and other technologies has created entirely new Jiangyou culture communication experiences. Technologies like 5G ultra-high-definition video and 5G live streaming significantly enhance the effectiveness of Jiangyou culture communication. Digital games and interactive experiences engage the audience actively in Jiangyou culture communication, while interactive exhibitions and digital displays digitize Jiangyou culture resources. Presenting Jiangyou culture content through digital technology, along with the metaverse spaces it creates, greatly enhances the interactivity between Jiangyou culture and the audience.

#### **2.4 Empowering the Audience for Jiangyou Culture Dissemination with Digital Technology**

The audience, or the recipients of information, are the re-processors of information and the source of feedback for communication activities. Digital technology empowers the audience for Jiangyou culture dissemination primarily through the following three aspects: Firstly, Precision Supply: Digital technology can use methods such as data analysis and user profiling to understand the needs and interests of the audience. This enables precise communication to cater to the diverse requirements and interests of different audience segments, thereby enhancing the accuracy and personalization of Jiangyou culture dissemination. Secondly, Enhanced Interactivity: Digital technology elevates the interactivity and engagement of Jiangyou culture dissemination. It achieves this by creating immersive cultural experiences through means such as digital games, interactive experiences, and interactive exhibitions, making participants feel as if they are present in Jiangyou culture, exploring Gan-style architecture, Nuo dance culture, academy cultural ambiance, and appreciating the intricate details of ceramic art. This profound experience exposes the unique charm of Jiangyou culture. Lastly, Improved Reception: By transforming Jiangyou culture into a digital and visual format, it is presented in a more intuitive and vivid manner. This enhances the readability and comprehensibility of the communication content, further improving the audience's receptivity.

#### **2.5 Empowering the Effectiveness of Jiangyou Culture Dissemination with Digital Technology**

The communication effect is the goal and pursuit of the entire communication process. It represents the core and value of communication activities, as it entails the transformation of the audience's thoughts, concepts, and behavior patterns resulting from the information transmitted by communicators through the media<sup>[4]</sup>. Empowering Jiangyou Culture Dissemination with digital technology not only greatly enhances the cultural content itself but also bolsters China's cultural soft power on a national level. Firstly, it broadens the coverage of cultural dissemination. Digital technology rapidly disseminates Jiangyou culture through channels such as the internet and mobile devices, allowing more people to become acquainted with and take an interest in its content. This, in turn, increases the reach and influence of Jiangyou culture dissemination. Secondly, it promotes both cultural preservation and innovation. By endowing Jiangyou culture resources with new vitality through technologies like virtual reality and augmented reality, it encourages the preservation and innovation of culture. Furthermore, it reinforces cultural self-confidence. Digital technology empowerment strengthens the impact and influence of Jiangyou culture dissemination, bolstering

people's cultural self-confidence and spirit of self-improvement. This enhances cultural soft power, facilitating the better global dissemination of Chinese exceptional traditional culture and the transmission of China's voice and wisdom to the world.

### **3. The Real Challenges of Empowering Jiangyou Culture Dissemination with Digital Technology**

Indeed, while empowering Jiangyou Culture Dissemination with digital technology holds significant importance, it is crucial not to overlook the real challenges that exist in the process of empowerment. These challenges include conflicts between digital technology and communication content, digital fragmentation, the digital divide, and concerns about the security of Jiangyou culture resources. These difficulties not only hinder the effective empowerment of digital technology for Jiangyou culture dissemination but also limit the continuous development of Jiangyou culture communication. Therefore, it is essential to actively explore effective solutions to promote the deep integration and development of digital technology with Jiangyou culture dissemination.

#### **3.1 There is a conflict between digital technology and the content of Jiangyou culture dissemination**

The integration of digital technology can be applied to different media and various platforms, inevitably leading to blurred boundaries, where content from different media may become mixed, resulting in the phenomenon of 'everything interconnected' <sup>[5]</sup>. Jiangyou culture is rich in content, including opera arts, intellectual culture, traditional architecture, ancient texts, and more, often presented in the form of cultural sites, classical texts, and artifact collections. Many elements with unique charm and aesthetic meaning in Jiangyou culture are challenging to be fully transformed into digital information. Although digital technology can create highly realistic cultural scenes, it may not stimulate the audience to explore the mysteries on their own. The audience often remains in a passive position during the viewing process, rather than actively interacting with the cultural content presented in the virtual scene. This may lead to a lack of strong interest and cultural identity among the public in the scenarios where digital technology empowers Jiangyou culture dissemination. Furthermore, the development of digital technology accelerates the speed and widens the reach of information dissemination, but it may lead to issues of information overload and trivialization. In the process of Jiangyou culture dissemination, if profound and content-rich materials cannot be excavated, there is a high likelihood of being overwhelmed by the massive amount of information. Therefore, the conflict between digital technology and Jiangyou culture dissemination content is an important part of the real challenges.

#### **3.2 The fragmentation of digital technology reduces the efficiency of Jiangyou culture dissemination**

The continuous development of digital technology brings unprecedented opportunities and challenges to society. In this process, the rise of new media quickly propels us into a new era, inundating our sensory and mental worlds with a plethora of "simplified" and "fragmented" information processed through digital technology. Firstly, in the digitally driven era characterized by visual enthusiasm and image enhancement, the emphasis on clear content, concise and understandable information, short duration, and fast pace of short videos <sup>[6]</sup> inevitably leads to the rough and casual nature of their communication products, providing only a superficial understanding of Jiangyou culture, lacking in-depth elaboration and careful refinement. Secondly, there is a variety of communication platforms and channels, and the different contents of Jiangyou culture are scattered

across these platforms and channels, making it challenging to present them accurately, comprehensively, and rigorously to the public, greatly affecting the dissemination effectiveness of Jiangyou culture. Moreover, in the era of fragmentation, the diverse and complex nature of communication content easily distracts the public's attention, making it difficult for the dissemination content of Jiangyou culture to sustain interest. Additionally, the fragmentation caused by digital technology leads to information overload, making it challenging for the audience to sift through and discern valuable information, inevitably resulting in misunderstandings in the interpretation of Jiangyou culture. Lastly, with the support of digital technology, there is a plethora of various types of cultural communication content. How to avoid falling into the homogenization dilemma and create unique and innovative Jiangyou culture communication content is also a real challenge faced in Jiangyou culture dissemination.

### **3.3 The digital divide restricts the comprehensive dissemination of Jiangyou culture**

The digital divide refers to the differences in knowledge, application, and innovation capabilities between individuals who have varying degrees of access to and proficiency in information and technology in the digital information age, as a result of the continuous development of science and technology in different countries, regions, and industries <sup>[7]</sup>. The digital divide exacerbates social information differentiation, leading to disparities among certain groups in terms of acquiring and understanding culture, further intensifying the unequal trends in information dissemination, thereby affecting the efficiency and scope of the cultural transmission in the digital age. Firstly, due to the relatively weaker adaptability, mastery, and application of modern technology among the elderly, they face challenges in accessing information and engaging in cultural transmission activities in the digital age. Additionally, the time and learning costs required to adapt to new technology are relatively high, which may limit the audience of Jiangyou culture transmission to the younger generation, restraining the inheritance and promotion of Jiangyou culture. Secondly, there is a noticeable disparity in the digital divide between developed and underdeveloped regions. In the digital era, many cultural transmissions rely on the internet and digital technology. However, the infrastructure and equipment conditions in underdeveloped areas are relatively outdated, making it difficult for local residents to enjoy the convenience of the digital age. This results in a lack of exposure to cultural content, increasing cultural barriers with others. This situation not only impacts the breadth and depth of Jiangyou culture's transmission and communication but also exacerbates societal inequality.

### **3.4 The application of digital technology affects the security of Jiangyou cultural resources**

There is a game between digital technology and the preservation of cultural resources. Digital technology promotes the integration and utilization of cultural resources, but it can easily give rise to data security risks in the process of sharing and dissemination <sup>[8]</sup>. Firstly, digital technology makes Jiangyou cultural resources susceptible to tampering or forgery. Since digital cultural products are easy to duplicate and edit, some unscrupulous individuals may forge cultural resources, causing them to lose their original cultural value and historical significance, thus endangering the authenticity of Jiangyou cultural resources. Secondly, digital technology also makes it easier for cultural resource copyrights to be infringed. The widespread use of digital technology has made the reproduction and distribution of cultural resources extremely convenient, but it has also provided opportunities for piracy and copyright infringement. Some unscrupulous individuals may illegally replicate or distribute Jiangyou cultural resources, deconstructing culture using digital mirrors and pushing people into information silos through algorithmic logic. This not only poses a serious threat to the security of Jiangyou cultural resources but may also have adverse effects on social development. In addition, digital technology may also trigger cultural conflicts and influence societal values. With the

continuous development of digital technology, new digital cultural products are constantly emerging, which may impact and challenge Jiangyou cultural resources.

#### **4. Digital technology empowers targeted strategies for the dissemination of Jiangyou culture**

As a significant driving force of the era, digital technology, with its unique efficiency and innovation, rapidly permeates the field of cultural communication, disrupting and reshaping the process of Jiangyou cultural dissemination. It has become a crucial engine and accelerator for driving Jiangyou cultural communication. Starting from four dimensions: improving policy systems, breaking through technological barriers, strengthening digital resource security, and creating a digital communication context, targeted strategies for technology-enabled Jiangyou cultural communication are proposed.

##### **4.1 Improving policy systems: National and local levels mutually promote and complement each other**

The 20th Party Congress report pointed out: "Implement the national cultural digitalization strategy, improve the modern public cultural service system, and innovate the implementation of cultural projects for the benefit of the people." [1] At the national level, policies have been enacted to encourage regions to promote the development of their local cultural characteristics, actively adopt digital technology, and drive the growth of the cultural industry. Through measures such as policy support, financial investment, and talent development, the government at various levels is guided in this direction. The government in the Jiangyou region should actively develop Jiangyou culture with local characteristics while focusing on technological innovation. Local governments should enhance the infrastructure construction level in areas where Jiangyou culture is passed down, including improving cultural infrastructure. Furthermore, they should strengthen the construction and upgrading of transportation, communication, water, and electricity infrastructure, providing necessary material support for the inheritance and innovative development of Jiangyou culture. In addition, digital technology can be applied to build Jiangyou cultural facilities, such as cultural exhibition halls, museums, and libraries, to provide richer cultural services to the public. Local governments should also actively promote Jiangyou culture by integrating digital technology deeply into culture, creating a 'digital + culture' model. They should organize cultural festivals, digital exhibitions, AR performances, and other cultural events to enhance the attractiveness and influence of Jiangyou culture.

##### **4.2 Strengthening digital resource security: Developing sharing and security measures in parallel**

As a vital component of Chinese culture, Jiangyou culture holds global cultural value. It is necessary to enhance exchanges and collaboration with the international community, actively participate in actions for the protection of international cultural heritage, share experiences and resources in cultural resource preservation, and promote the global dissemination and preservation of Jiangyou culture, making significant contributions to the cultural prosperity of the Chinese nation. Legal safeguards for the security of Jiangyou cultural resources should also be reinforced.

##### **4.3 Creating a digital communication context: Coordinating the promotion of funds, talent, and education**

Strengthen financial investment by establishing special funds, providing loans, or offering tax

incentives to encourage existing businesses to increase their investment in the integration of science and technology with Jiangyou culture.

## 5. Conclusion

A new perspective based on the empowerment of digital technology explores the interconnection between digital technology and the dissemination of Jiangyou culture. It establishes an overall framework between digital technology and the dissemination of Jiangyou culture, aiming to promote the effective inheritance and publicity of Jiangyou culture in the context of digital technology empowerment. Empowering the dissemination of Jiangyou culture with digital technology will inject new vitality into the prosperity and development of traditional culture, opening up broader prospects for the inheritance and development of Jiangyou culture. This innovative approach contributes to further advancing the implementation of the national cultural digitization strategy and enhancing the strength of the modern public cultural service system. At the same time, it innovatively implements cultural benefit projects, allowing more people to enjoy a rich and colorful cultural feast.

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(2) Nanchang Normal University Level Project: Research on the Technological Empowerment and Implementation Mechanism of Jiangyou Culture in the Era of Data Intelligence (23XJZX20).

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