

Exploration of Digital Dissemination Paths for Traditional Culture Driven by New Quality Productive Forces

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Keywords: New quality productivity; traditional culture; digital communication; path

Abstract: With the continuous development of new quality productivity, it has had a profound impact on various fields, and the digital dissemination of traditional culture has also ushered in new opportunities and challenges. This paper analyzes the new mass productivity and the relationship between digital traditional culture, discusses the existing problems, and focuses on the transmission path has carried on the thorough exploration, aims to better promote the traditional culture in the digital age to achieve extensive and high quality spread, make traditional culture glow new vigor and vitality.

1. Introduction

In today's era of rapid digital development, new quality productivity is rising in an unprecedented trend, covering scientific and technological innovation, industrial upgrading and many other aspects, profoundly changing people's way of production and life and the mode of information dissemination. As the spiritual treasure of the Chinese nation, traditional culture carries thousands of years of historical memory and wisdom crystallization, and its inheritance and dissemination are of great significance. And the digital communication provides a brand-new stage and a broad space for the promotion of traditional culture. Driven by the new quality productivity, how to make good use of the digital means to make the traditional culture more effectively reach the public and go to the world, which has become an important topic to be studied in-depth. Centering on this theme, this paper will systematically discuss the related issues of the digital communication of traditional culture driven by the new quality productivity, and try to explore the practical communication path to help the traditional culture shine in the new era.

2. The relationship between the digital transmission of traditional culture driven by the new quality of productive forces

The drive of new quality productivity to traditional culture is the specific presentation and development and application of new quality productivity in the cultural field. The scientific connotation of grasping new cultural productive forces is based on three dimensions: understanding new cultural productive forces in the innovative development of Marxist theory of productive forces; understanding new cultural productive forces in the generating logic of new quality productive forces; and understanding new cultural productive forces in the new cultural mission of the new era. In the

era of cultural new-quality productivity, the survival form of "integration of production and consumption" of cultural workers fully activates their cultural creativity, the operation logic of "data-driven" of cultural labor materials fully improves their use efficiency, and the technical power of "data and real integration" of cultural labor objects fully promotes the extension of their boundary^[1]. As an important part of the construction of traditional culture in China, the traditional culture industry has become a new driving force and a new engine to promote economic development. How to realize the high-quality development of traditional culture industry is an important subject on the new journey. The proposal of the concept of new quality productivity provides action guidance and surging momentum for the high-quality development of China's traditional cultural industry. The theoretical logic of new-quality productivity promoting the high-quality development of traditional culture industry lies in: technological revolutionary breakthrough leads the dynamic change of traditional culture industry and provides strong support for high-quality development; innovative allocation of production factors leads the efficiency change of traditional culture industry and injects innovative vitality into high-quality development; deep industrial transformation and upgrading leads the quality change of traditional culture industry and opens up a new path for high-quality development. To realize our traditional culture industry in the new quality productivity development, it is necessary to drive this progress through high-quality creativity and disruptive technological innovation. The main pathways include upgrading industrial production factors, cultivating new industrial formats, strengthening the industrial chain, optimizing industrial layout, and promoting a green and low-carbon transformation. We must seize the opportunities of the times to foster the prosperous development of the traditional cultural industry.

(1) New quality productive forces provide technical support for the digital dissemination of traditional culture

New quality productive forces are the strong driving force and support force for the high-quality development of the cultural industry^[2]. New quality productivity is highlighted by the emergence and application of new technologies, such as artificial intelligence, big data, virtual reality (VR), augmented reality (AR) and other cutting-edge technologies. Artificial intelligence technology can realize the intelligent classification, recommendation and intelligent creation of traditional cultural content. For example, it can accurately push the traditional cultural content such as poems and operas according to users' browsing preferences, and can also help generate stories, paintings and other works with traditional cultural charm. Big data technology is helpful for collecting and analyzing the audience feedback, communication effect and other data in the process of traditional culture communication, so as to provide a basis for optimizing the communication strategy. VR and AR technology can immerse audiences in the experience of traditional culture. For example, VR technology makes people feel like they are in ancient academies, temple fairs and other scenes, and feel the atmosphere of traditional culture personally. The continuous progress and application of these technologies have greatly enriched the forms and means of digital communication of traditional culture, broken the space-time limitation of traditional communication, and injected strong impetus into the communication of traditional culture.

(2) The digital dissemination of traditional culture feeds back the development of new quality productive forces

On the one hand, the rich content resources of traditional culture provide a broad practical scenario for the application of new quality productivity related technologies. Taking the natural language processing of artificial intelligence as an example, through the analysis and training of a large number of poems, classics and other text contents, the algorithms can be continuously optimized to improve their language understanding and generation capabilities. On the other hand, the new demand of cultural industry driven by the digital dissemination of traditional culture will promote the further iteration and upgrading of new quality productivity in the cultural field. For example, with the

improvement of digital museums and online cultural exhibitions requirements for display effects, VR, AR and other technology research and development enterprises will be stimulated to continuously improve product performance, promote the innovative development of related industries, and then realize the continuous progress of new quality productivity.

(3) Jointly promote the promotion of cultural soft power and the prosperity of the cultural industry

The digital communication of traditional culture driven by the new quality productive forces can enable more people to easily contact and understand traditional culture, enhance the sense of national cultural identity and pride, enhance cultural cohesion at China, and show the unique cultural charm of the Chinese nation externally, so as to effectively enhance Chinas cultural soft power. At the same time, this digital communication has given birth to a series of new cultural formats, such as digital cultural creative products and online cultural performance, which attract a large number of human, material and financial resources to invest in the cultural industry, promote the prosperity and development of the cultural industry, and achieve a win-win situation of economic and social benefits.

3. The problems of digital communication of traditional culture driven by new quality productivity

Correctly handling the relationship between the social benefits and the economic benefits of the cultural industry is the key to the healthy development of the cultural industry, and it is of great significance to meet the peoples needs for a better life. Centering on the particularity of cultural products and cultural industry, the relationship between social benefits and economic benefits of cultural industry has gone through the stage of origin, regulation and intensification. Through the reform of cultural industry power, efficiency and quality, the new quality productive forces can promote the unification of social and economic benefits. Based on the perspective of "power-efficiency-quality", the path of promoting the unification of cultural industry includes: cultivating and developing new productive forces with subversive innovation, forming new production relations suitable with the new productive forces, and developing strategic emerging industries and future industries in the field of culture^[3]. However, there are many problems in the digital communication of traditional culture driven by the new quality productivity.

(1) Insufficient depth of digital technology application

Although there are a variety of digital technologies to choose from, in the field of traditional cultural communication, the application of some technologies is still on the surface, and the potential has not been fully tapped. For example, online exhibitions launched by some museums simply digitize the pictures of exhibits, lack interactive and immersive experience design, and fail to make good use of VR, AR and other technologies to create more realistic and attractive virtual exhibition halls. As for artificial intelligence technology, in the aspect of traditional cultural content creation, there is also uneven quality of generated content and lack of deep cultural connotation integration, so it is difficult to truly meet the requirements of high-quality communication of traditional culture.

(2) Shortage of professional talents

The digital communication of traditional culture requires compound talents who understand both traditional culture and master digital technology. However, the reality is that scholars engaged in the study of traditional culture often have limited understanding of digital technology, and professionals who master digital technology lack profound traditional cultural heritage. For example, in developing a handheld game with traditional cultural characteristics, it is necessary for game developers to have solid programming and art design skills, as well as for professionals familiar with traditional cultural stories and folklore content to participate in the planning, so as to ensure that the game can accurately and imaginatively present the traditional cultural elements; however, such composite talents are very scarce in the market. This has led to many traditional culture digitization projects that are difficult to

achieve the desired results.

(3) Content quality is uneven and insufficient innovation

On the Internet, a large number of digital content about traditional culture has emerged, but some of them are shoddy and distorted interpretation. In order to pursue traffic, some we-media " adapt traditional culture at will, and even spread some groundless claims, which destroys the seriousness of traditional culture. At the same time, the content and form of digital communication of traditional culture are relatively single and not innovative enough. Many of them are limited to the regular display of words and pictures, and lack of novel creativity and expression techniques. It is difficult to attract the continuous attention of the younger generation and a wider audience, which limits the influence of digital communication of traditional culture.

(4) Inadequate integration of communication channels

At present, there are many channels for the digital dissemination of traditional culture, including official cultural institution websites, social media accounts, as well as various folk we-media platforms. However, there is a lack of effective integration and coordination between these channels, and the situation of independent governance is more prominent. For example, the online exhibition launched by the museum may have good publicity effect on its official website, but fails to cooperate with popular social media platforms for promotion, resulting in low awareness; the high-quality traditional culture short videos produced by some folk we media, due to the lack of linkage with authoritative cultural institutions, cause the waste of communication resources and affect the overall communication efficiency.

(5) Weak awareness of copyright protection

With the large output of digital content in traditional culture, the copyright problem has become increasingly prominent. On the one hand, many creators do not register the copyright of their digital traditional cultural works in time, resulting in the difficulty of safeguarding their rights after infringement; On the other hand, some communication platforms on the copyright audit of the lax, there is the phenomenon of unauthorized reproduced and using the digital works, which not only damages the interests of the creators, but also affects the healthy development of the digital traditional culture, frustrated the enthusiasm of some creators, not conducive to the continuous creation and dissemination of high-quality content.

4. The path of digital transmission of traditional culture driven by new quality productive forces

New quality productivity has quietly promoted the digital transformation of the traditional cultural industry, and greatly changed the endogenous development process of the traditional cultural industry. The development of new quality productive forces can promote the development of the production efficiency and realize the quality and efficiency of production capacity; reshape the consumption mode and meet the diversified and personalized consumption needs of traditional culture; optimize the industrial structure and construct the new traditional cultural industry ecology with data as the core driving force; enhance the resource matching mechanism, break through the space and time boundary, and realize the optimal planning of traditional cultural resources^[4].

(1) Deepen the application of digital technology to create an immersive communication experience

In the process of Chinese-style modernization, perfecting the modern cultural industry system needs to be driven by new quality productive forces. In the era of digital intelligence, the new guidance of new ideas, driven by new elements, supported by new structure, aggregation of new carriers, new mechanisms and new ecological nourishment jointly drive the improvement of the modern cultural industry system^[5]. On the one hand, it is of great significance to make full use of VR and AR technology to build immersive cultural scenes. Taking a famous historical and cultural city

as an example, the use of VR technology can reproduce the style of ancient cities in an all-round and three-dimensional way. After wearing VR equipment, the audience is like traveling through time and space. They can walk in the ancient city streets paved with green stone slabs, enjoy the ancient buildings with carved beams and painted buildings at close range, and truly feel the lively market life atmosphere in ancient times, as if they are a member of that era. Traditional opera transmission, AR technology is brilliant, it can skillfully stage the actors and the story of virtual scenes, like the "peony pavilion" performance, as the actors action, real-time rendering around Du Liniang meet LiuMengMei garden landscape beauty, let the audience immersive into the drama plot, greatly enhanced the ornamental interest and immersion. On the other hand, the realization of personalized communication with the help of artificial intelligence can not be ignored. Through detailed analysis of users multidimensional data such as browsing history, interests and hobbies on the network, and with the help of advanced artificial intelligence algorithms, traditional cultural content is tailored for different users. For example, to love the classical poetry, prefer the graceful poetry, Liu Qingzhao and Liu Yong poetry appreciation video; interested in folk cultureIn households, they push the online display of local folk activities such as the Dai Water-sprinkling Festival and the Mongolian Nadam Fair. In this way, users can effectively improve their acceptance and attention of traditional cultural content, so that traditional culture can be spread more in line with the needs of the audience.

(2) Strengthen the training and introduction of compound talents

Driven by the new quality productive forces, strengthening the training and introduction of compound talents is an important link to promote the digital dissemination of traditional culture. For colleges and universities and vocational colleges, it is particularly necessary to adjust the professional Settings pace with The Times. Interdisciplinary majors such as "digital technology and communication of traditional Culture" should be actively offered to build a perfect and diversified curriculum system. Among them, the introduction to traditional culture course enables students to understand the profound connotation, historical context and various forms of traditional culture; the digital image processing course helps students to master the skills of digital processing and optimizing the display effect; the programming course gives students the ability to develop all kinds of creative cultural products through programming. At the same time, universities and universities are vigorously encouraged to carry out industry-university-research cooperation with cultural enterprises to build a bridge of practice. For example, students should be arranged to participate in the digital projects of cultural enterprises, such as the interactive interface design of online museums and the development of mobile games with traditional cultural themes, so that they can constantly exercise their ability in practical operation, closely combine theoretical knowledge with practice, and improve their comprehensive quality in an all-round way. Cultural institutions and enterprises also shoulder the heavy responsibilities. On the one hand, we should actively introduce attractive preferential policies to introduce those who master advanced digital technology from the outsideProfessionals attract them to the potential field of digital communication of traditional culture. On the other hand, the promotion of internal talents should not be ignored. systematic digital technology training opportunities should be provided for existing traditional culture researchers, such as digital modeling and virtual reality technology application, to help them master and improve their technology application ability. Through the internal training and external introduction, we will constantly enrich the team of compound talents, and lay a solid talent foundation for the digital dissemination of traditional culture.

(3) Improve the quality of content and innovate the form of communication

In the context of the vigorous development of new quality productivity, it is crucial to improve the quality of content and innovate the form of communication for the digital communication of traditional culture. First of all, the establishment of a strict content audit mechanism is a key measure to ensure the quality of content. Traditional culture carries the wisdom and spirit of the Chinese nation, and its digital content must be kept accurate, rigorous and in line with the connotation and value of

traditional culture. To this end, to put an end to all distorted, vulgar and other bad content mixed into the communication channels. For example, cultural departments can give full play to the leading role of majors and organize a team composed of experts in history, literature, folklore and other fields to conduct a comprehensive and detailed review and evaluation of all kinds of online cultural courses and short videos. According to the historical allusions and poetry interpretation involved in the cultural course, as well as the folk customs and traditional skills shown in the short videos, they are screened in strict accordance with academic norms and cultural traditions to ensure that the original and positive traditional cultural knowledge is transmitted to the public. At the same time, this form of communication, in which creators are strongly encouraged to actively innovate, cannot be ignored. Only by constantly innovating can we attract audiences of different ages and reinvigorate traditional culture in the digital age. Creators should boldly and deeply integrate modern elements with traditional cultural elements for creation. For example, put those the traditional culture stories spread through the ages are adapted into animation and cartoons, using the two-dimensional style of young people, presenting exquisite pictures and fantastic plots, let the ancient story glow with youth; or elaborate short music videos with traditional cultural characteristics, skillfully integrate the elegant charm of classical music with the fashion arrangement of modern pop music, deduce traditional culture with new auditory feeling, like pipa music and electronic music rhythm, make traditional music more appealing, and then broaden the audience coverage of the digital dissemination of traditional culture.

(4) Integrate communication channels and build a collaborative communication system

In today's digital communication environment, the integration of communication channels is of great significance for the extensive dissemination of traditional culture, which requires us to carry out deep cooperation between cultural institutions and with the mainstream network platforms to build a good system of collaborative communication. On the one hand, strengthening cooperation between cultural institutions and realizing resource sharing are the foundation. Official museums and libraries have rich and authoritative digital resources of traditional culture, while folk culture we media has the advantages of flexible and diverse communication, and the two can collide with a strong communication force. Museum, for example, with its own professional research and protection of cultural relics, can provide a large number of exhibits and digital images and detailed accurate information, these precious material passed to the folk culture from the media, the media creators can give full play to the creative, using a short video, graphic more fit in the form of public browsing habits, produce attractive content. For example, some we-media put pictures of bronze wares in the museum with vivid and interesting historical stories, and released them in the form of short videos, which made the cultural relics still displayed in the museum alive, attracted many netizens to watch, and effectively expanded the communication influence of traditional culture. On the other hand, they actively work with social media platforms, video platforms and other mainstream networks. Platform in-depth cooperation is the key move. Platforms such as TikTok and Bilibili bring together a large number of users, with natural traffic advantages and accurate algorithm recommendation mechanism. By working with them, we can create hot topics and special columns of traditional culture themes, which can accurately push the digital content of traditional culture to interested users. For example, launched on the TikTok "the beauty of traditional handicraft" challenge, encourage users to share their understanding of paper-cut, embroidery, such as handicrafts, many folk artists, lovers are involved, form a spread boom, greatly improve the exposure and spread of the related content, let traditional culture into more peoples field of vision.

(5) Strengthen copyright protection and create a good communication ecology

Driven by the new quality productive forces, the digital communication of traditional culture is increasingly prosperous, but the subsequent copyright issues need to be paid attention to. Strengthening copyright protection and creating a healthy and orderly copyright environment are the

key to ensure its sustainable development. As the source producer of digital works of traditional culture, creators must enhance their awareness of copyright protection. After the completion of the work creation, the copyright should be registered in the first time in accordance with the relevant procedures, so that the work can have a legal "identity identification". At the same time, creators also need to have an in-depth understanding of copyright laws and regulations, know the specific scope of their own rights and interests, and the measures that can be taken to protect their rights when they are infringed. In the process of spreading the works through the Internet and other channels, once the infringement is found, they should dare and be good at using legal weapons, and resolutely safeguard their legitimate rights and interests by issuing lawsuits to the infringing parties, so as to encourage the creation and dissemination of more high-quality works. Communication platforms also shoulder important responsibilities. It is necessary to establish a sound and strict copyright audit system, strictly check the massive uploaded content, carefully check the copyright situation, for unauthorized works, not allowed to flow into the communication channels. Moreover, when the copyright owner feedback the infringement problem, the communication platform should actively cooperate and assist them to deal with it and make use of the advanced. Technical means, such as big data monitoring and intelligent identification, to conduct real-time monitoring and accurate crackdown on infringement. In addition, the relevant government departments should play a leading role in strengthening the supervision of copyright protection. By carrying out special rectification actions and strengthening daily inspections, we will severely crack down on all kinds of infringement and piracy, increase the cost of illegal activities, form a strong deterrent to potential violators, and build a solid barrier to copyright protection for the digital dissemination of traditional culture, so that the whole communication ecology can develop in a healthy and orderly way.

5. Conclusion

New quality productivity for the development of digital transmission of traditional culture brought unprecedented opportunities, although the current still exist many problems in the process, but by deepening of the application of digital technology, cultivating talents, improve the quality of content, integrated communication channels and strengthen copyright protection and a series of path of exploration and practice, is expected to overcome these problems, realize the quality of traditional culture in the digital age. With the help of the wings of digitalization, traditional culture can cross the boundary of time and space, fly into the homes of ordinary people and move to the world stage, continue to inherit and carry forward the excellent traditional culture of the Chinese nation, enhance Chinas cultural soft power, and contribute cultural strength to the great rejuvenation of the Chinese nation. In the future, with the continuous progress of new quality productivity and the deepening of communication practice, the digital communication of traditional culture will certainly show a more colorful scene and shine a more brilliant light.

Acknowledgement

This paper is the stage achievement of the scientific research launch project of Sichuan Fine Arts Institute "The Transmutation of Female Image in Hollywood Genre Films" (22BSQD014) and the educational reform project of Sichuan Fine Arts Institute "Research on the Translation of Chongqing Intangible Cultural Heritage Handicraft and Online Course Construction of Overseas Communication" (2024 jg 08).

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