A Study on Coping Strategies to Remove the Obstacles in the Transmission of the Cultural Identity of Xi'an City among College Students on Multimedia Platforms

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Abstract: With the rapid development of information technology and the popularization of multimedia platforms, the spread of Xi'an's cultural identity is facing unprecedented opportunities and challenges. Among college students, how to convey Xi'an's cultural values through multimedia platforms and enhance students' cultural identity has become an urgent issue. This paper explores the main problems encountered in the process of spreading Xi'an's cultural identity on multimedia platforms, including the misinterpretation of cultural transmission, the singularity of cultural transmission channels, and the impact of modern information technology on traditional culture. It proposes strategies such as improving college students' cultural cognition and critical thinking, strengthening multi-cultural integration education, and utilizing innovative multimedia platform methods to solve the problems in the transmission of Xi'an's cultural identity.

1. Introduction

Xi'an, as one of China's historical and cultural cities, possesses a rich cultural heritage and history. As the starting place of the ancient Silk Road, Xi'an faces the challenge of transmitting cultural identity to younger generations in the context of globalization. The rapid development of multimedia platforms, especially the popularization of social media and video platforms, has entered a new phase in the dissemination of Xi'an's culture. These platforms provide broad space for cultural transmission; however, college students still face problems such as misinterpretation and cognitive biases when exposed to Xi'an's culture.

2. Characteristics of Xi'an's Cultural Identity

2.1 Deep Historical and Cultural Foundations

Xi'an, as one of China's four ancient capitals, is an important source of China's historical culture and boasts a profound cultural heritage. As an ancient city named Chang'an, Xi'an was not only the capital of the Qin, Han, and Tang dynasties but also the starting place of the Silk Road, accumulating rich cultural heritage. This historical and cultural background endows Xi'an an unique cultural identity, making it a hub where traditional culture intersects with modern society. The

cultural identity of Xi'an is mainly reflected in its deep historical background, especially the influence of Chang'an culture. As the capital of feudal China, Chang'an played an important role in Chinese history, especially during the Tang Dynasty, when it was not only China's political and economic center but also an important center for global civilization exchange. Xi'an has inherited this profound cultural foundation, especially in cultural heritage protection, ancient building restoration, and artifact display[1]. As the main group of cultural identity, college students often come into contact with these historical cultural resources, such as landmarks like the Daming Palace, the Stele Forest, and the Bell Tower, as well as multiple interpretations of Chang'an culture. These cultural resources play an essential role in shaping college students' cultural identity towards Xi'an. During the transmission process on multimedia platforms, the historical connotation of Xi'an's culture and its cultural identity become major objects of transmission. Students can deeply understand Xi'an's history and culture through multimedia platforms, experiencing the power of cultural identity through interactions between the virtual and real worlds. However, due to the richness and complexity of this historical culture, the transmission of culture often faces risks of simplification and fragmentation, leading to the loss and misunderstanding of cultural connotations. How to transmit Xi'an's profound historical and cultural heritage on multimedia platforms and ensure that college students deeply understand its cultural value is an important issue in modern education[2].

2.2 Integration of Modernization and Traditional Culture

With the advancement of globalization and modernization, the integration of Xi'an's traditional culture with the process of urbanization has gradually become an important issue. While retaining ancient cultural heritage, Xi'an has incorporated modern elements such as skyscrapers, modern commercial areas, and advanced public facilities. This has made Xi'an's cultural identity unique in its fusion of traditional and modern aspects. This cultural integration is both an inevitable trend in Xi'an's development and a challenge for the cultural identity of college students[3]. In the process of transmission on multimedia platforms, the collision of traditional culture and modern culture in Xi'an is often expressed as a tension. Traditional Xi'an cuisine, ancient buildings, and historical culture may be forgotten or simplified in the context of urbanization, which may result in a vague or distorted recognition of Xi'an's traditional culture among the younger generation. Modernization brings high-tech, modern lifestyles, and the impact of diverse cultures, which creates a double challenge for Xi'an's cultural identity, caught between integration and conflict. For English major students, the Xi'an culture they encounter on multimedia platforms is presented as an intersection of modern and traditional cultures. This phenomenon reflects the process of cultural transmission and innovation. Balancing the transmission of traditional culture while incorporating modern elements is both a challenge and an opportunity for Xi'an's cultural identity. English teachers should guide students to better understand and inherit Xi'an's traditional culture in the context of modern culture, especially by promoting this process through multimedia platforms.

2.3 Challenges of Cultural Identity in a Multicultural Background

Xi'an, as a historically significant city, has long been a place where multiple ethnicity and cultures converge, particularly in the context of the Silk Road, where Xi'an attracted a diverse range of cultural exchanges and interactions. Xi'an's cultural identity faces challenges in blending indigenous culture with multicultural influences. In modern society, the population of college students in Xi'an population is heavily influenced by global culture, especially foreign cultures, popular culture, and internet culture. This has led to a more diversified and complex cultural identity. Although Xi'an's historical and ethnic cultures have deep foundations, the process of modernization means that traditional culture may gradually be ignored or diluted among the college

student population. On multimedia platforms, foreign and global cultures often dominate, making the transmission of local cultural identity more difficult. For college students, how to find their cultural identity in a multicultural context, especially when faced with global information and cultural shocks, and how to preserve and strengthen their recognition of Xi'an's culture, is an important issue[4]. College students, when exposed to Xi'an's culture, should recognize the value of local culture and learn to protect and inherit it within a globalized context. The key to solving this problem lies in utilizing multimedia platforms to effectively communicate Xi'an's culture while respecting and integrating foreign cultures.

3. Problems in the Transmission of Xi'an's Cultural Identity on Multimedia Platforms

3.1 Misreading and Misunderstanding of Cultural Transmission

On multimedia platforms, the transmission of Xi'an's culture faces the risk of information distortion and cultural misunderstanding. The rapid transmission characteristics of these platforms lead to fragmented and superficial dissemination, causing the rich connotations of Xi'an's culture to be simplified or misinterpreted. Xi'an, as a cultural city, has profound historical depth and characteristics of multicultural exchange, but these might only be briefly displayed through a few seconds of video editing on social media or short video platforms, leading to distortion. For college students, the culture of Xi'an they encounter on multimedia platforms may be over-processed cultural symbols, such as excessively packaged local food or ancient city walls, ignoring the depth and background of the culture. This misreading not only prevents students from fully understanding the essence of Xi'an's culture, but also potentially results in partial and fragmented cultural recognition. Ensuring the accurate and authentic transmission of Xi'an's culture through multimedia platforms is crucial to reduce misunderstandings and misinterpretations. Universities and cultural organizations need to strengthen their management and supervision of cultural content on multimedia platforms, ensuring the accuracy and integrity of cultural information[5].

3.2 Single Cultural Transmission Channels and Audience Cognitive Bias

While multimedia platforms play an increasingly important role in cultural transmission, the transmission channels for Xi'an's culture remain relatively singular, primarily relying on social media and video platforms. These platforms can reach a large audience, but due to audience preferences and the singularity of platform content, the dissemination of Xi'an's culture faces certain limitations. College students, in particular, tend to prefer entertainment-focused content, showing less interest in traditional culture. This bias in audience cognition further exacerbates the issue. The complexity and diversity of Xi'an's culture require a gradual process of transmission, but multimedia platforms often simplify the message, resulting in superficial recognition of Xi'an's culture. Therefore, improving cultural transmission channels and enriching communication formats, especially by adding educational content and interactive platforms, will help broaden the audience's cultural understanding and enhance their deep understanding of Xi'an's culture.

3.3 Impact of Modern Information Technology on Traditional Culture

The development of modern information technology, especially the internet, social media, virtual reality, and augmented reality technologies, has brought significant impacts to the transmission of Xi'an's traditional culture. While these technologies offer new ways to reach a wider audience, they also bring conflicts in cultural values and marginalization of traditional culture. College students, as primary users of information technology, are often more attracted to entertainment content provided by modern technology, neglecting the depth and essence of Xi'an's traditional culture. In particular,

the fragmented information provided by short videos and social media platforms makes traditional culture appear as a simple, quick-consumption commodity, stripping away its depth and essence. By innovatively combining modern information technology with traditional cultural content, using virtual reality, augmented reality, and other technologies, Xi'an's traditional culture can become more immersive and interactive, allowing college students to experience the history and culture of Xi'an in a more vivid and genuine way.

4. Optimization Strategies for College Students to Solve the Problems of Xi'an Cultural Identity Dissemination

4.1 Enhancing Students' Cultural Cognition and Critical Thinking

When addressing the issues of misinterpretation and misunderstanding in the transmission of Xi'an's cultural identity, it is crucial to enhance college students' cultural cognition and critical thinking abilities. As the main force in future society, the construction and formation of their cultural identity directly affect their understanding and attitude towards traditional culture. To promote college students' correct understanding of Xi'an's culture, it is essential to strengthen their cultural cognition education, particularly through courses, lectures, and discussions to help students systematically understand Xi'an's historical culture, traditional arts, and folk customs.

Cultivating college students' critical thinking abilities is crucial, as it encourages them to engage in rational analysis and reflection when they encounter cultural information about Xi'an on multimedia platforms. Developing critical thinking enables students to identify biases and errors in cultural transmission, avoiding superficial and one-sided understanding. Through critical thinking, college students can delve deeper into the essence of culture, understand its historical background and values, and thus form a more profound and diverse cultural identity.

To achieve this, English teachers can set up cultural courses that allow students to explore Xi'an's history and culture from multiple perspectives and disciplines. This will also guide students in thinking about cultural conflicts and integration in the context of globalization, thus enhancing their comprehensive cognition and in-depth understanding of Xi'an's culture.

4.2 Strengthening Multicultural Integration Education and Practice

Xi'an's cultural identity faces the challenge of integrating modernization with traditional culture. To address this issue effectively, multicultural integration education and practice for college students should be strengthened. As globalization deepens, college students are increasingly influenced by multiculturalism, and how to maintain their identity with traditional culture amidst the impact of modern culture becomes crucial in cultivating students' cultural confidence.

While studying Xi'an's traditional culture, college students should realize that traditional culture is not opposed to modern culture but is a process of mutual integration and development with modernization. Through course settings and cultural activities, students can be encouraged to gain a comprehensive understanding of Xi'an's culture, particularly how to preserve and pass on traditional culture during the modernization process. Specific approaches can include organizing students to participate in traditional Xi'an festival activities, historical and cultural lectures, and cultural heritage preservation projects, allowing students to engage in practical activities and deeply experience Xi'an's cultural characteristics.

Regarding multicultural integration, teachers can guide students through teaching design to explore Xi'an's cultural changes in the context of globalization. They can discuss the cultural exchange along the Silk Road and how modern Xi'an accepts foreign cultures and realizes cultural integration. This approach will foster students' understanding of Xi'an's multiculturalism and enhance their cultural identity.

4.3 Utilizing Multimedia Platforms to Innovate Cultural Transmission Methods

To solve the issues in the dissemination of Xi'an's cultural identity on multimedia platforms, college students should adopt innovative transmission methods that effectively combine traditional culture with modern technology. Modern information technology, especially the internet, social media, virtual reality (VR), and augmented reality (AR) technologies, provides unprecedented opportunities for cultural dissemination. By utilizing these technologies, a more diverse and immersive cultural experience can be offered to college students, thereby enhancing their cultural identity.

The transmission of Xi'an's culture should not be limited to traditional text and images but should be presented through videos, interactive experiences, and other methods. Short video platforms such as TikTok and Bilibili, frequently used by college students, can become essential carriers for spreading Xi'an's culture. By producing engaging and interesting cultural short films or explanatory videos, students will not only develop a keen interest in Xi'an's culture but also strengthen their cultural identity in a relaxed and interactive atmosphere.

Incorporating VR/AR technology to conduct virtual Xi'an cultural tours or historical site explorations allow students to have an immersive sensory experience, directly feeling the charm of Xi'an's historical culture. These innovative transmission methods can break the limitations of traditional cultural education, utilizing the advantages of multimedia platforms to make Xi'an's cultural dissemination more vivid, direct, and accessible, while enhancing the audience's interaction and engagement.

5. Conclusion

Xi'an, as a city of profound historical and cultural significance, faces challenges in transmitting its cultural identity through multimedia platforms, especially among college students. The rapid development of globalization and modern technologies, along with the rise of multiculturalism, has led to cultural misinterpretations and difficulties in maintaining a deep cultural connection among the younger generation. However, by improving college students' cultural cognition, fostering critical thinking, strengthening multi-cultural integration education, and innovating in cultural transmission through multimedia platforms, the barriers in conveying Xi'an's cultural identity can be overcome. These strategies will not only help mitigate the challenges faced in transmitting Xi'an's culture but also promote a broader and deeper understanding of local culture in the context of AIGC and globalization.

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