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Path Selection for Media Convergence Centers to Enhance Cultural Influence: Postprint

Authors: Yu Fei

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Abstract

Media convergence centers that invigorate culture and demonstrate proactivity can enhance their influence. The creative transformation and innovative development of excellent traditional culture represents the direction of effort for all media convergence centers to strengthen their cultural influence. By employing new technologies to connect tradition with modernity, reorganizing the content and forms of cultural inheritance, expanding the connotation and extension of cultural development, and integrating local cultural and human resources with practical needs, each media convergence center can forge a new path for cultural development, forming an attractive new driving force for county-level progress and development, and achieving an integration of ancient and modern where the modern surpasses the ancient. Utilizing information technology to create new models of cultural inheritance, transform the forms of cultural development, excavate value, and inspire contemporary individuals—especially youth—to innovate and surpass, constitutes an excellent choice for county-level media to enhance their cultural influence and competitive advantage.

Full Text

Enhancing Cultural Influence in County-Level Converged Media Centers: Path Selection

Author: Yu Fei, Liuyang Converged Media Center, Liuyang, Hunan 410300, China

Abstract: County-level converged media centers can enhance their influence by promoting cultural prosperity and making substantive contributions. The creative transformation and innovative development of outstanding traditional culture represent the universal direction for all converged media centers seeking to strengthen their cultural impact. By employing new technologies to bridge

tradition and modernity, recomposing the content and forms of cultural heritage, and expanding the connotation and extension of cultural development, each converged media center can forge a new path for cultural development tailored to local humanistic resources and practical needs. This approach generates both appeal and new momentum for county-level progress, achieving a synthesis where the present surpasses the past while maintaining continuity. Utilizing information technology to create novel models of cultural inheritance, transform developmental patterns, excavate value, and inspire contemporary citizens—particularly youth—to innovate and surpass represents an optimal strategy for county-level media to enhance cultural influence and competitive advantage.

Keywords: Converged media center; Cultural influence; New technology connection; Path selection

1. Reorganizing Form and Content to Guide Creative Cultural Transformation

The cultural landscape at the county level is remarkably diverse. Traditional crafts, skills, performances, and the wisdom embedded in daily life—from food and clothing to farming practices—have taken deep root in local communities, circulating for millennia with profound influence. Each cultural form constitutes an invaluable treasure trove with enlightening significance and practical utility for contemporary human survival and development. However, county- and township-level cultural departments generally suffer from insufficient personnel and funding, making them hard-pressed to rescue and develop traditional culture. Consequently, outstanding rural traditional culture faces the danger of neglect or extinction amid urbanization and industrialization—a problem demanding urgent media attention.

County-level converged media centers, as county ideological institutions and cultural producers/disseminators, shoulder the heavy responsibility of “cultural prosperity.” They must confront reality directly, assume active responsibility, and optimize cultural inheritance and development to implement the top-level design of building a socialist cultural powerhouse and promoting cultural confidence. Case studies demonstrate that successful creative transformation of traditional culture by converged media centers requires mastery and implementation across three critical dimensions.

1.1 Creating New Cultural Heritage Models Through Information Technology for Sustainable Transformation

As county societies transition toward industrialization and urbanization, some traditional crafts, skills, and folk cultures face gradual disappearance of practitioners, with their traditional carriers potentially vanishing altogether and transmission lines at risk of rupture. Converged media centers must adopt a

problem-oriented approach, leveraging emerging technologies to establish novel cultural heritage models that benefit future generations.

Establishing digital archives of traditional cultural production processes ensures that even when elderly practitioners pass away, successors can restore lost arts based on documented evidence. Through rescue interviews with aging traditional craftsmen, media centers can digitally and visually document production processes, critical techniques, and technical essentials, organizing experiential knowledge into theoretical and technical systems that enable future generations to revive ancestral crafts. For instance, interviewing “old bamboo craftsmen” to record and systematize the manual production of bamboo articles—from selecting bamboo of specific growth years to proper drying, splitting, steaming for insect prevention, weaving into daily items like bamboo hats or decorative baskets, and applying tung oil for preservation—yields both technical archives and humanistic documentaries, serving dual purposes.

Integrating local traditional culture into school curricula ensures broad-based transmission. Collaborating with education, culture, human resources departments, and traditional craftsmen, media centers can develop both hands-on training systems and online simulation platforms, transforming endangered local crafts like paper lantern making or bamboo umbrella construction into school handicraft courses or vocational specialties. This guarantees continuous development and a foundation for “talents emerging generation after generation.”

Regularly organizing traditional culture grand prizes incentivizes public participation and innovation. Converged media centers should integrate resources to hold competitions every two to three years for specific traditional cultural projects or across multiple categories. Organizing teams by township with substantial prizes and honorary titles generates appeal, while converged reporting promotes inheritance-through-innovation, encouraging urban and rural residents to acquire crafts as hobbies that enrich life trajectories and enable value sublimation beyond their primary occupations.

1.2 Combining Online and Offline Activities to Generate Deep Cultural Impact

Centered on promoting the essence of socialist core values, county-level converged media centers should plan outdoor cultural activities tailored to local resources and characteristics, attracting primary and secondary students to cultural experience journeys that capture attention across generations and educational institutions, thereby enhancing impact.

For example, one media center attracted students to Chinese herbal medicine collection tours during weekends and holidays, creating momentum through live cloud broadcasting, televised recordings, and synchronized newspaper and radio coverage. Chinese herbal medicine represents the essence of traditional culture, accessible to most counties. These tours provide students with extracurricular experiences unavailable in classrooms, allowing them to internalize values like

diligence, equality, collaboration, and wisdom while developing resilience and achieving personal growth. Further value enhancement occurs when pharmacists interweave ancient and modern medical knowledge, contrasting Chinese and Western medicine strengths to inspire reverence for historical figures like Shennong and Li Shizhen. Connecting to contemporary principles of “people first, life first,” this approach motivates students to aspire toward becoming Tu Youyou or Yuan Longping—pioneering new medicines and seeds to create new frontiers.

Launching health reality shows fills content gaps and prevents audience loss. While city-level and above media have established health and fitness programs, county-level centers should independently produce health reality shows through collaboration between traditional and emerging media. These programs advocate for positive, persistent fitness attitudes across all age groups, creating a “preventive treatment” atmosphere. Integrating fitness coach demonstrations, medical guidance, and active audience participation through short videos, live broadcasts, slideshows, and multimedia stories showcases accessible elegance. Offline activities like hiking, walking races, swimming, and senior-friendly sports competitions expand the program’s appeal and mass base. Employing technologies like Beidou navigation, AI, and automatic counting tracks and evaluates voluntary participation, generating cultural charisma through professional guidance.

Guiding legal compliance focuses on targeted, effective popularization that integrates learning, understanding, application, and observance of law. Using information technology, media centers can partner with judicial and law enforcement agencies to create legal education platforms that artistically and vividly present legal content through storytelling and video, making it memorable and accessible. Timely legal knowledge contests for adults and students, featuring large-screen (TV) and small-screen (mobile) live interaction, lead citizens to learn, understand, observe, and apply law while studying positive and negative cases. For instance, a Yangtze River basin county media center, before the Yangtze River Protection Law took effect on March 1, 2021, pushed legal provisions, interpretations, and compliance requirements—along with comics, animations, and quiz questions—to all residents, warning fishing enthusiasts against illegal activities after implementation, thereby achieving timely and effective legal education.

Promoting green development requires embedding the principle that “lucid waters and lush mountains are invaluable assets” into the consciousness of all county residents, guiding them toward voluntary green, low-carbon, sustainable practices. Media centers should highlight positive behaviors while criticizing negative ones. For example, partnering with forestry departments to encourage urban households to contract 1-3 acres of barren hills for weekend afforestation (with subsidies) while providing long-term coverage reinforces individual initiative. Documenting these stories for permanent cloud storage creates exemplary demonstration effects. Simultaneously, leveraging IT’s speed, accuracy,

breadth, and convenience to connect with law enforcement monitoring enables timely criticism of environmental violations, jointly defending the “blue sky, clear water, and clean soil.”

2. Expanding Connotation and Extension Through New Technologies to Promote Innovative Cultural Development

Culture generates appeal through familiar-yet-strange sensations. Converged media centers must create this productive estrangement in cultural products, services, and activities, expanding cultural development’s connotation and extension to drive innovative traditional culture development that meets contemporary needs and enhances media influence.

2.1 Transforming Traditional Cultural Forms with New Technologies to Excavate Value and Inspire Contemporary Citizens

2.1.1 Making the Past Serve the Present—and Surpass It A southern county media center drew inspiration from rural shadow puppetry to develop puppet-style animated series, ensuring the art doesn’t vanish with aging performers but remains accessible for persistent mobile appreciation. This approach funds experts and rural puppeteers to systematically analyze traditional shadow puppetry, abstracting puppet figures, movements, and operational patterns into motion function equations. These are then synthesized by robotic arms and AI to create entirely new puppet performance modes for contemporary storytelling. Robotic puppetry reduces labor intensity while gradually achieving digital transformation, representing development through inheritance. Similar approaches applied across all county traditional cultural projects could usher in new eras of prosperity.

2.1.2 Attracting Youth to Create Traditional Toys, Experiencing Wisdom and Innovation Across Time Adult innovation often connects to childhood play inspiration. Media centers should establish such connections by attracting teenagers—and their parents—to make and improve traditional toys through DIY activities, sowing seeds of innovation, creativity, and entrepreneurship for county development. Guiding children to progressively attempt making unpowered windmills, powered windmills, and drones reveals the magic of invention. Providing semi-finished materials like wood, bamboo, chopsticks, nails, cotton thread, and blueprints, along with instruction on using saws, drills, sandpaper, and axes, enables hands-on experimentation. Advancing to battery-powered and robotic assemblies integrates ancient and modern technologies, inspiring youth to surpass predecessors and form innovative mindsets.

2.1.3 Transplanting Cultural Products to New Application Fields to Create New Value Traditional culture attached to conventional patterns becomes commonplace. However, continuous innovation in presentation and application to new scenarios yields ever-renewing value. Agricultural or early

industrial cultural achievements can be given new forms and connotations integrated into county cultural tourism. For example, scaling down pagoda structures (like Hunan's Yueyang Tower) into paper or ceramic packaging containers for mooncakes or liquor, accompanied by multimedia introductions of their historical significance, creates novel, millennium-spanning products that merge cultural and commercial value.

2.3 Extensive Videoization to Nurture Talent Communities

Contemporary cultural development requires videoization as a driving force—those with greater video influence capture the market (as demonstrated by platforms like Douyin). To achieve local video influence, county media must extensively videoize news, information services, and business operations, moving beyond the current “three old formats” (pure text, long videos, and radio) to produce video content that expands cultural coverage and cohesion.

Visualize everything possible; every video product should attract new audiences. While maintaining existing newspaper, TV, and radio operations, media centers should:

1. **Create and digitally record excellent cultural products and services** for mutual exchange without compensation, enabling each center to access thousands of titles and provide audiences with novel, fatigue-free content.
2. **Aggregate online content** by respecting intellectual property rights and appropriately paying for premium cultural works, pushing personalized recommendations to county audiences to meet diverse needs and generate platform stickiness.
3. **Invite renowned performance groups for offline shows** to capture live impact while enhancing platform influence, guiding mass cultural consumption and production to release positive energy and strengthen cultural confidence.

By extensively videoizing content and nurturing talent communities, converged media centers can occupy both ideological and new digital cultural frontiers with excellent content, achieving social and economic benefits while enhancing adaptive capacity and competitive advantage.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv – Machine translation. Verify with original.