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Postprint: Research on the Dissemination of Mongolian Culture in the Digital Media Era

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Abstract

With the development of Internet technologies, new media has become an important medium for information dissemination. As an ethnic group with a long history and rich culture, Mongolian culture is demonstrating new vitality. To inherit and develop the traditional culture of the Mongolian ethnicity, it is essential to address the challenges of Mongolian cultural transmission, innovate communication modalities, showcase its distinctive characteristics, and in accordance with the developmental patterns of the new media era, explore pathways for ethnic cultural development, thereby promoting the inheritance and development of Mongolian culture.

Full Text

Research on the Dissemination of Mongolian Culture in the Digital Media Era

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Abstract: With the development of internet technology, new media has become a crucial medium for information dissemination. As an ethnic group with a profound historical culture, the Mongolian culture is now demonstrating renewed vitality. To inherit and develop Mongolian traditional culture, it is essential to address the challenges in its dissemination, innovate communication forms, showcase its distinctive features, and explore development pathways aligned with the principles of the new media era, thereby promoting the inheritance and advancement of Mongolian culture.

Keywords: internet technology; digital media; Mongolian culture; mass media; new media platform

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Through centuries of historical development, Mongolian culture in Inner Mongolia has become an indispensable component of China's long cultural heritage, forming a unique cultural pattern in northern China. In recent years, Mongolian culture has gradually expanded its influence from visual arts to music, making significant inroads in fashion and popular music. However, despite this cultural development, systematic construction of corresponding communication channels remains inadequate. For instance, cultural brand building lacks systematic planning, and few nationally recognized, influential brands have emerged.

1. The Role and Function of Mass Media in Ethnic Cultural Dissemination

Media organizations leverage their extensive reach and organizational strengths to play a vital role in cultural exchange. Based on practical experience, media functions in documenting, preserving, and popularizing ethnic culture can be summarized as follows.

1.1 Agenda Setter for Ethnic Culture

The agenda-setting function plays a crucial role in disseminating Mongolian culture. Using the protection of China's world intangible cultural heritage as an example, media organizations have fully mobilized public enthusiasm for heritage conservation over the past two years. By publicizing the significance, categories, and values of intangible cultural heritage, media has awakened public awareness and protection consciousness, guiding citizens toward preservation actions and establishing a societal philosophy of safeguarding intangible cultural heritage [2].

1.2 Popularizer of Ethnic Cultural Knowledge

Ethnic culture represents the unique spiritual civilization achievements created by a society within specific historical time and space. The diversity of ethnic groups determines the diversity of their cultures. Mutual understanding and tolerance among different ethnic cultures constitute an important prerequisite and foundation for promoting interethnic exchange and development. However, this is not easily achieved as it involves political, economic, social, historical, and geographical knowledge. For the general public to fully comprehend these

complexities, they must rely on effective methods. Media serves as both translator and disseminator of ethnic cultural knowledge, employing various means and communication methods to interpret cultural knowledge and deepen public understanding of both their own and other ethnic cultures. This cultural awareness not only helps revitalize culture but also promotes exchange, dialogue, mutual understanding, and tolerance among different ethnic cultures, achieving harmonious and enriched cultural development [3].

2. Current State of New Media Integration with Mongolian Culture

2.1 Present Integration Status

Mongolian culture appears across various new media platforms, including official Mongolian culture accounts, local websites, WeChat public platforms, microblogs, mobile input methods, related email lists, videos, QQ groups, and social networks. These platforms have different communication focuses, enabling traditional Mongolian culture to gain presence on new platforms and expand its influence.

WeChat official accounts serve as a primary channel, with ten accounts identified under the “Mongolian Community” label. These accounts primarily share Mongolian songs, dances, and other cultural activities through videos and audio, aiming to deepen audience understanding of Mongolian culture through engaging competitions and activities. Weibo accounts, mainly operated by Mongolian language education associations, share educational information from different regions to attract participation and enhance learning interest. Local websites or relevant official departments provide excellent platforms for promoting Mongolian culture, history, and customs. While self-media accounts offer richer content than official websites, they lack Mongolian-language content compared to other public platforms. Some platforms use Mongolian as the primary communication language, though few in number. These specialized social platforms attract Mongolian-speaking audiences, serving both social chat functions and the important task of preserving the Mongolian language and script.

2.2 Problems in Mongolian Culture’ s New Media Presence

Monotonous Content. Most new media platforms merely duplicate the same content, rarely publishing original material. The disseminated content is simplistic, consisting mainly of folk custom videos. While history forms the foundation for understanding an ethnic culture, Inner Mongolia’ s folk culture news, as a mainstream local media, focuses heavily on reporting folk customs, festivals, and exhibitions. Grassland cultural festivals and other ethnic events have become fixed agenda items, with news coverage concentrating on ethnic unity, stability, and cultural prosperity in the Inner Mongolia region. Overall, the content lacks richness and depth.

Limited Audience Engagement. Mainstream new media platforms primarily consist of social platforms like WeChat and Weibo. However, the problem lies not in the lack of an effective audience for Mongolian culture popularization, but in minimal interaction and engagement between audiences and platforms.

Narrow Communication Channels. Although the new media era offers increasingly diverse information dissemination pathways through social media and mobile clients, Mongolian culture dissemination still relies heavily on traditional media like newspapers, radio, and television. The number of relevant websites and social media accounts remains small, with new media platforms generally having limited influence, low information update frequency, poor interoperability, and lack of original content. This makes it difficult for Mongolian folk culture content to reach audiences through their most convenient information access channels, and the effectiveness of such communication pathways remains hard to assess in the Inner Mongolia region.

Talent Shortage. High-quality cultural communication constitutes a primary driver for ethnic cultural dissemination. Currently, Mongolian cultural exchange suffers from a shortage of qualified personnel for two main reasons: first, a lack of professionals in cultural communication, cultural industries, and new media technology; second, outdated vocational and technical training methods.

Disconnect from Local Economic and Social Development. Economic and social development in Inner Mongolia has not kept pace with cultural development and inheritance. Despite abundant and unique ethnic cultural resources, lagging development concepts and declining external communication effectiveness prevent these resources from becoming a representative “calling card” for the autonomous region, and cultural brand effects remain underdeveloped.

3. Implications and Development Strategies

3.1 Key Implications

For effective inheritance of Mongolian culture in the new media context, it is essential to adopt an audience-centered approach that meets audience needs, expands the audience base, and generates new communication content. The expansion and dissemination of traditional ethnic culture hold significant meaning for long-term cultural development and cultivation of ethnic consciousness, particularly among young people, exerting profound influence on both ethnic culture and national development [4].

3.2 Countermeasures and Innovation

All cultures possess unique characteristics, and era development compels ethnic cultures to forge suitable development paths. Ethnic culture features rich, profound intrinsic qualities with its own development system and expressive forms. The development and creation of traditional folk culture depend not only on

spontaneous audience dissemination and feedback but also require actively promoting deep integration between new media and traditional media to select the correct development direction.

Investment Models for Cultural Dissemination. Currently, Mongolian cultural dissemination relies primarily on government investment. To achieve further expansion, it must leverage social capital to form a new model for ethnic cultural communication.

Extending the Cultural Resources Value Chain. Previously, Mongolian cultural external dissemination depended heavily on media coverage. However, as domestic tourism and cultural industries expand, the socioeconomic value of cultural resources through commercial channels has become a new economic growth point. Therefore, Inner Mongolia's ethnic cultural resources value chain can be extended through new communication characteristics, such as audio-visual transformation using advanced media technology and multidimensional applications like 3D digital tools for data exchange. In terms of data technology expansion and utilization, relevant cultural materials can be integrated to extend the intrinsic value chain of Mongolian cultural resources.

Improving Cultural Resources Dissemination Efficiency. New communication methods and technologies enable broader dissemination of Inner Mongolia's cultural resources. New media communication transcends temporal and spatial limitations, facilitating deeper cultural exchange among Inner Mongolia's people. Through effective public interaction, communication fields can better understand public needs. While promoting cultural exchange in social media, the influence of Mongolian culture can be expanded.

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

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