

Cultural Communication and Diversified Integration in the Digital Media Era

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ABSTRACT

In the era of digital media, the rapid development of science and technology has promoted profound changes in the mode of cultural transmission. Digital media not only breaks through the time and space constraints of traditional cultural communication, but also promotes the globalization and personalized communication of cultural content. This paper first introduces the basic characteristics of digital media, such as communication, digitalization and interactivity, and focuses on its challenges and impacts on traditional cultural communication methods. Secondly, it analyzes the advantages of cultural communication in the era of digital media, including global communication and personalized recommendation, and its application in cultural and creative industries. Finally, the paper summarizes the trend of cultural communication in the era of digital media, and puts forward the design transformation path of multi-integration.

KEYWORDS

Cultural Communication; Diversified Integration; Digital Media Era.

1. INTRODUCTION

With the rapid development of information technology, digital media has become an important carrier of modern cultural communication, which has profoundly changed the way and effect of cultural communication [1]. Traditional cultural communication relies on one-way media such as books, radio and television, while the rise of digital media has brought about the diversity and interaction of information dissemination, breaking through the limitations of region, time and space, and realizing the globalization and deep integration of culture. In this context, how to effectively use digital media technology to promote cultural innovation, inheritance and dissemination has become an important topic of contemporary cultural research. The characteristics of digitalization, interaction and multi-integration make cultural communication not only a simple information transmission, but also a multi-dimensional and cross-cultural interactive process. By studying the impact of digital media on cultural communication, this paper aims to explore the new mode of cultural communication in the digital age and the changes it brings, and analyze how digital media promotes the development of cultural and creative industries through pluralistic integration.

2. CHARACTERISTICS OF DIGITAL MEDIA

2.1. Dissemination

With the rapid progress of science and technology, digitalization has become the mainstream in the protection and inheritance of cultural heritage because of its advantages of non-destructive and wide dissemination. Technological change is not a simple quantitative change, but a change in the whole

ecology. Traditional intangible cultural heritage can be expanded to a more advantageous digital direction by relying on digital media technology, thus promoting the practice of traditional cultural heritage projects turning to digitalization. Digital media can break through the limitation of time and space to achieve global communication, and the digital communication platform has turned to dynamic, three-dimensional and interesting display forms, such as the emergence of short video applications such as tremolo and fast-hand, which accelerate the speed of information dissemination, disseminate culture in the form of video combined with text, and through vision and hearing. So that the audience can participate in the communication process independently, this way of communication can make the scope of communication wider [2]. Digital media with network as the carrier can make non-heritage culture transcend regional limitations, cross national boundaries, and let more people understand and disseminate non-heritage culture.

2.2. Digitalization

Digitalization is the fundamental feature of digital media, which is the digital processing of its objects. Digital media is no longer just through text, image, video and other independent ways to express information, but can translate image, sound, animation, film and other media information into digital language, which can be converted arbitrarily in the same environmental background. Digital media technology distinguishes the limitations of traditional media, relying on big data platform and intelligent terminal equipment, provides new ideas and ways for the dissemination, inheritance and protection of traditional cultural industries, and at the same time, it can efficiently and accurately record and preserve the relevant knowledge and skills of non-heritage culture, so that it can be inherited and developed. From the perspective of digital media, with the effective presentation of digital means, the landmark landscape is innovatively designed, and elements are extracted, modeled and displayed, using AR augmented reality technology, through digital means. The communication advantages of digital media lie in breaking through the limitation of time and space, diversified presentation, interactive participation, preservation, inheritance and sustainable development, which provide a broad stage and opportunities for cultural protection and promotion.

2.3. Interactivity

The transmission of traditional culture cannot be separated from its original natural, ecological and social environment. Digital media design is different from the original point-to-point or point-to-point transmission mode of language, writing and printing, and gradually turns to a multi-dimensional and multi-sensory transmission mode, emphasizing the interaction and experience with the audience. Digital media uses digital media to display works in various forms, such as interactive devices, virtual reality, digital images, etc., to transform static artistic symbols into living art. People can interact with the works by touching the screen, using sound sensors and somatosensory sensors. The application of digital technology provides new means and ways for the dissemination of traditional culture, and provides favorable conditions for the creation of cultural inheritance space, cultural experience mode and cultural dissemination format [3].

3. EVOLUTIONS OF CULTURAL COMMUNICATION IN THE DIGITAL AGE

3.1. Limitations of Traditional Models of Communication

Digital media poses a profound challenge to the traditional mode of cultural transmission, and this transformation involves many levels, from the media ecology to the way of audience interaction, which has a significant impact. The digital wave is reshaping the way we access information and cultural content. Think about those old-fashioned media - television, radio, and newspapers - which used to be major disseminators of information, controlled by a few giants in terms of discourse power.

Digital media has indeed changed the way we share and experience culture. Now, both individuals and small teams can easily produce content and then spread it quickly through the Internet, which makes the cultural content we come into contact with more diverse.

The interactivity of digital media also allows us to no longer be passive viewers, but to participate and even customize our own content experience. This sense of participation makes cultural creation more vivid and interesting. Moreover, digital media has made information dissemination faster. A news or event can almost instantly spread around the world. Although this makes the world smaller and cultural exchanges closer, it also brings challenges. The information is updated too quickly, and sometimes we haven't had time to digest it before new information comes, which makes us feel overwhelmed. However, this is also a new experience brought to us by the digital age, and we need to learn to adapt to this pace.

3.2. Advantages of Digital Media

Digital media is truly a magical thing, as it has made the dissemination of culture more extensive and profound than ever before. As long as there is an internet, one can access cultures from all over the world. This not only makes the world smaller, but also allows different cultures to collide and communicate with each other, sometimes even merging into new things. Just like when you search online, you can see movies, music, and even street art from different countries, which were unimaginable before. Moreover, digital media is like your personal assistant, recommending content that you may be interested in based on what you usually like. In this way, you don't have to search for a needle in a sea of information, you can directly see the cultural content that interests you. This personalized service allows everyone to enjoy a customized cultural feast.

When it comes to social media, its role in cultural dissemination cannot be underestimated. The recommendation system not only makes me more interested in online content, but also helps those who create content to find their audience more accurately. Just like if you were a musician, you would definitely want your songs to be heard by people who like this style, right? Now, these platforms can help you do this by recommending your songs to those who may become your fans. In this way, good content is easier for people to discover. If you watch those popular posts and videos, they can instantly go viral all over the world, which is called 'viral spread'. This dissemination method allows information to spread faster than ever before, and also gives some small teams or individuals the opportunity to have their voices heard by the world. But at the same time, this also brings problems, such as the spread of fake news and rumors [4]. This requires us to be more careful and learn to distinguish the authenticity of information. Overall, digital media and social media have made cultural dissemination more diverse and rapid, but at the same time, they have also brought new challenges. We need to learn to be vigilant while enjoying convenience.

4. DESIGN TRANSFORMATIONS OF MULTIPLE INTEGRATION IN THE DIGITAL MEDIA ERA

4.1. Transformation of Design Object

Design in the digital age uses artificial intelligence, big data, Internet and other technologies to integrate diversification, cross-border symbiosis and other styles into the works, and the design object has evolved from an independent entity object to a composite system of virtual digital form and entity design object. First of all, in the process of artistic creation, the virtual binary of 0 and 1 is mostly used to complete the creation. Digital media objects are manipulated by algorithms, the media becomes editable, and the data can be used as a powerful and useful creative tool for exploring the digital environment to create original digital objects, designs, and works of art. Design techniques are no longer limited to the use of existing digital drawing and editing tools, designers can use code to

invent and create their own drawing tools and applications, using the digital processing power of computers to create a flexible and natural way of processing visual effects output [5]. It opens up new possibilities for creating objects and solutions that would be unimaginable otherwise. Secondly, the works of art in the era of digital reproduction are not simply the copy and paste of electronic art, but the further innovation of digital cultural symbols on the premise of possession and transformation, which makes the works present a new artistic style in the form of "virtual and real". This kind of digital art creative products covers film and television art, electronic art, digital interaction, virtual reality art, artificial intelligence art and other emerging art forms.

4.2. Transformation of Design Function

In the context of the application of digital media technology, controllers, sensors, displays and motors are flooding the current digital environment. Obviously, experience, interaction and service design have become areas of concern. Designers need to design service systems and organizational frameworks at the same time. Therefore, in the era of digital media, the role of designers has evolved into organizing and linking creative design activities. In a sense, the ability of designers to collaborate across borders has evolved into a critical ability, and contemporary designers need to grasp the appropriate ways of defining and proposing human, scientific, social and verification. Designers are more like a middle role, linking up the information generated by all walks of life, and eventually forming a cooperative network to jointly complete a work with vitality. Therefore, the most critical feature of the work design in the digital age is its extensibility, which builds up a more vital network system with the help of the design process and results, and the designers play an important role in such a network system. The design process of contemporary designers has realized the transition from "individual creation" to "relationship construction". Focus more on network nodes rather than information silos.

4.3. Transformation of Design Industry

In fact, the integration of contemporary digital art and science and technology makes people's perception expand under the influence of science and technology, which can more effectively promote the progress of cultural and creative industries. However, the essence of cultural and creative industries is to explore the premium of "people", where the premium represents excess value, including emotional value. In the past, the representatives of cultural and creative industries pointed to the "materialized" products of cultural products, but after entering the digital media era, the integration of new media has greatly expanded people's perception boundaries. Digital reproduction technology promotes the development of industry from sensory experience to emotional experience, and then to spiritual experience, so that people can form spiritual beliefs in cognitive products, and produce worship value from them. As a perfect integration of technology and art, contemporary digital media arts such as photography, film, comedy, painting and so on can form more potential. At the same time, it has become the most critical component of contemporary art and its development potential. Taking Mickey toys, a creative cultural work derived from Disney animation, as an example, it is the representative of cultural and creative products in the industrial age, and the era of mechanical reproduction makes it develop into a product with "vitality", including drama, dance, film and television, music, animation works, etc. After the arrival of the era of digital reproduction, under the background of continuously improving the industrial awareness of cultural products, the industrial chain has been expanded and the products have been presented in a more diversified form. In fact, the current Disneyland belongs to an experience space that integrates Disney culture, which includes a variety of experience projects, such as immersive games, performances, movies, etc. Consumers are more willing to pay for their own emotions and experiences in the era of experience economy, which reflects the industrial application and commercial value of digital media art. In a sense, it provides more employment opportunities, more industries and more diversified markets, and

ultimately promotes the rise of a new cultural and creative industry in the context of the digital media era.

5. CONCLUSION

The rapid development of digital media technology has brought far-reaching impact on cultural communication, which not only breaks through the limitations of traditional media, but also promotes the global communication and pluralistic integration of culture. The characteristics of digitalization, interaction and cross-border design make the dissemination of cultural content more diverse and create a new communication platform and interactive experience. However, this transformation also brings challenges such as information overload and false information dissemination, which require us to pay attention to the depth and authenticity of content while promoting technological innovation. Faced with the opportunities and challenges of the digital age, how to effectively integrate digital technology and cultural content, protect traditional culture and achieve innovation will be an important issue of cultural communication in the future.

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