

AIGC empowers research on the communication path of red culture in six places in Liaoning

Xu Wang^{1, a}, Xu Zhou^{2, b}

¹ Liaoning Communication University (LNCU), Shenyang ,110000 Liaoning, China

² Shenyang Danan Street No. 2 Primary School ,110000 Liaoning, China

^a 65172425@qq.com, ^b 365630293@qq.com

Abstract. As a region rich in red cultural resources, Liaoning's revolutionary history, heroic deeds and red spirit have profound connotations and important contemporary value. However, traditional communication methods are no longer able to meet the diverse needs of modern society. Technological development and structural innovation in the AIGC field have restructured the current media landscape and communication paths. With the help of AIGC technology, it is particularly important to improve the efficiency and influence of red cultural communication. This article aims to explore how AIGC empowers the communication path of red culture in six places in Liaoning, with a view to giving full play to the significant advantages and potential of AIGC technology in the communication of red culture, improving the accuracy and interactivity of communication, and stimulating the audience's emotional resonance and cultural identity. , providing strong support for the spread and development of red culture. Keywords: AIGC, six places in Liaoning, red culture, communication path.

Keywords: AIGC; Communication path; Six places in Liaoning; Red cultu.

1. Overview of red culture in six places in Liaoning

Liaoning has made great contributions to the development of New China, promoted China's development, and also produced rich red cultural resources. The "Six Places" red culture in Liaoning was first proposed in the report of the 13th Party Congress of Liaoning Province, thus setting a benchmark for red culture in Liaoning. The red cultural resources of Liaoning's "Six Places", as advanced representatives of the outstanding red culture in Northeast China, are historical witnesses of the great practice of revolution, construction, and reform led by the Communist Party of China in Liaoning people. In the new era of socialism with Chinese characteristics and in the new journey of comprehensively building a modern socialist country, inheriting the red gene and spreading the red culture has important contemporary value.

1.1. The birthplace of the War of Resistance against Japan

The "September 18th" History Museum, where the Anti-Japanese War began, truly reflects the Japanese imperialists' planning and launch of the "September 18th" Incident and its attack on Northeast China through a large number of cultural relics, historical photos, and a variety of modern display methods. The humiliating history of cruel colonial rule reproduces the historical picture of the people of Northeast China and the people of the whole country, under the leadership of the Communist Party of China, fighting tenaciously and bloodily, and finally achieving the great victory of the Anti-Japanese War. The overall display of the museum is a historical monument that records the solemn national liberation war. It is an important carrier for educating the people about national humiliation, revolutionary tradition, modern history and patriotism.

1.2. The turning point of the Liberation War

The Liaoshen Campaign Memorial Hall was established in 1958. The display comprehensively reflects the history of the Northeast Liberation War, highlights the victory process of the Liaoshen Campaign, and reveals the many factors and great significance of the victory of the campaign.

1.3. The location of the national anthem of New China

The Northeast Anti-Japanese Volunteer Army Memorial Hall is located in Benxi City, Liaoning Province. The completion of the memorial hall has filled the gap in the lack of domestic venues that focus on the historical facts of the Anti-Japanese War of the Volunteer Army. It shows the Northeast Anti-Japanese Volunteer Army's arduous struggle against the vicious Japanese invaders. During our visits and studies, we continued to inherit the red blood, traced the footprints of the Anti-Japanese Alliance, and cultivated patriotic sentiments.

1.4. The Expedition Site to Resist U.S. Aggression and Aid Korea

The Memorial Hall to Resist U.S. Aggression and Aid Korea is a special memorial hall built and opened in China that comprehensively reflects the history of the Chinese people's war to resist U.S. aggression and aid Korea and the movement to resist U.S. aggression and aid Korea. It is located on Yinghua Mountain on the bank of the Yalu River in Dandong City, Liaoning Province. Let the visitors feel the hard-won victory in the War to Resist U.S. Aggression and Aid Korea, and carry forward the glorious tradition and revolutionary spirit of the revolutionary ancestors who were brave and tenacious, risked their lives, were not afraid of hardships, and made generous contributions.

1.5. The birthplace of Lei Feng's spirit

Fushun City Lei Feng Memorial Hall is located at No. 61, East Section of Lei Feng Road, Wanghua District, near where Lei Feng's army was stationed during his lifetime. Fushun Lei Feng Memorial Hall has always been committed to the research, display and publicity of Lei Feng's spirit, and has become an important base for cultivating socialist core values and improving the level of socialist ideological and moral construction.

1.6. The Industrial Foundation of the Republic of China is located in Tiexi District, Shenyang City

The China Industrial Museum is a museum that comprehensively displays industrial themes. It is also one of the unique and influential museums in Shenyang. The museum uses China's industrial development context as a framework to collect and protect China's modern industrial historical relics and materials.

"Six Places" is the epitome of Liaoning's red culture. It vividly reproduces Liaoning's red resources from a historical perspective and arouses strong repercussions across the country, especially among young students in colleges and universities. In this black land that nurtures the people of Liaoning and Shenyang, There have been many epic red stories, and many heroic models have emerged. Each of the "six places" is a shining point in the history of the party in the past century, shocking people's hearts. Resonance, enhancing the ideological identity of every Liaoningese, especially young college students, and then promoting their behavioral centripetal force and endurance are important ways for red culture to nourish the people in the new era.

"Six Places" is the epitome of Liaoning's red culture. It vividly reproduces Liaoning's red resources from a historical perspective and arouses strong repercussions across the country, especially among young students in colleges and universities. In this black land that nurtures the people of Liaoning and Shenyang, There have been many epic red stories, and many heroic models have emerged. Each of the "six places" is a shining point in the history of the party in the past century, shocking people's hearts. Resonance, enhancing the ideological identity of every Liaoningese, especially young college

students, and then promoting their behavioral centripetal force and endurance are important ways for red culture to nourish students in the new era.

Among the red cultures of the "Six Places", the Lei Feng spirit is the most widely circulated and easy to implement. The Lei Feng spirit vividly reflects the great spiritual characteristics of the Chinese Communists and reflects the characteristics of China's excellent traditional culture, revolutionary culture, and advanced socialist culture. The spiritual attribute is a product of the times. The spread of red culture in the "Six Places" has contributed endless wisdom and infinite power to the overall revitalization and all-round revitalization of Liaoning.

2. Opportunities for AIGC to empower the spread of red culture in six places in Liaoning

AIGC is a major breakthrough in the field of AI algorithms. It represents that mankind has truly entered the stage of general artificial intelligence. Artificial intelligence can complete intellectual tasks as efficiently as humans and is no longer limited by Specific functions such as voice recognition and intelligent recommendations. In the field of communication, AIGC empowers media not only to improve the efficiency of media content production and content creation capabilities, but also to extend the media's digital twin capabilities and promote the diversification of media forms. The current application of AIGC technology in the field of cultural communication is booming, and it is gradually changing the way we obtain, experience and consume cultural content.

2.1. Opportunities for technological innovation empowerment

AIGC provides unprecedented technological innovation opportunities for the dissemination of red culture in the six places in Liaoning. First of all, AIGC can accurately locate audience needs through intelligent data analysis and processing, and provide personalized and differentiated content recommendations for red cultural communication. Secondly, AIGC's virtual reality (VR), augmented reality (AR) and other technologies can create an immersive red cultural experience, making the audience feel as if they are at the historical scene and feel the shock and power of the red spirit. In addition, AIGC can also use intelligent voice, natural language processing and other technologies to achieve real-time interaction with audiences and improve communication effects.

2.2. Expansion opportunities for content innovation

AIGC provides expansion opportunities for content innovation for the dissemination of red culture in six places in Liaoning. On the one hand, AIGC can deeply explore the red historical resources in six places in Liaoning, protect and inherit them through digital means, and let more people understand this glorious journey. On the other hand, AIGC can combine modern aesthetic trends and audience preferences to creatively transform and innovatively develop red culture, and create more contemporary and attractive red cultural works. These works can be visual art forms such as film, television and animation, performing art forms such as music and dance, or interactive art forms such as games and interactive experiences to meet the needs of different audiences.

2.3. Opportunities for innovation in communication channels

AIGC provides opportunities for innovation in communication channels for the spread of red culture in six places in Liaoning. Traditional red culture communication channels mainly rely on newspapers, television, radio and other media, while AIGC can use new media platforms such as the Internet and mobile media to achieve widespread dissemination of red culture. Through social media, short video platforms and other channels, AIGC can present red cultural content to the audience in a more vivid and intuitive way, improving communication efficiency and influence. At the same time, AIGC can also use big data technology to conduct precise marketing and promotion, push red cultural content to potential audiences, and further expand the scope of communication.

To sum up, the opportunities for AIGC to empower the dissemination of red culture in the six places in Liaoning are reflected in technological innovation, content innovation, and communication channel

innovation. These opportunities will not only help improve the dissemination effect and social influence of red culture, but also help promote the development of cultural industries and enhance cultural soft power in Liaoning. Therefore, we should actively seize these opportunities, strengthen the application and exploration of AIGC in the field of red culture communication, and contribute wisdom and strength to the inheritance and promotion of red culture. First of all, AIGC technology, with its powerful content generation capabilities, provides rich materials and creative sources for cultural communication. Whether it is text, images, audio or video, AIGC can automatically generate diverse content based on user needs and preferences. This not only greatly improves the efficiency of content production, but also lowers the threshold for creation, allowing more people to participate in cultural communication. Secondly, AIGC technology plays an important role in personalized recommendations. By analyzing and learning user behavior, AIGC can accurately grasp users' interests and needs and recommend content that is more in line with their personal tastes. This personalized recommendation method not only improves user experience, but also enhances the pertinence and effectiveness of cultural communication. In addition, AIGC technology also shows great potential in cross-media communication. By integrating and innovating different forms of content, AIGC can create a richer and three-dimensional cultural communication experience. For example, virtual characters and scenes generated through AI technology can be combined with real-world cultural elements to create an immersive cultural communication experience.

However, the application of AIGC technology in the field of cultural communication also faces some challenges. Issues such as how to ensure the authenticity and accuracy of generated content, how to avoid duplication and homogeneity of content creation, and how to protect the rights and interests of original authors require further thinking and solutions.

3. AIGC empowers the sustainable development of red culture in six places in Liaoning

3.1. Technology drive and resource protection

AIGC technology provides strong technical support for the sustainable development of red culture in six places in Liaoning. First of all, through digital technology, AIGC can accurately collect, organize and preserve red cultural resources, ensuring that these precious historical and cultural heritage can be preserved for a long time. Secondly, using big data and cloud computing technology, AIGC can conduct in-depth mining and analysis of red cultural resources, reveal their intrinsic value and significance, and provide scientific basis for subsequent inheritance and development. In addition, AIGC can also use virtual reality, augmented reality and other technologies to build digital red culture exhibition halls, virtual historical scenes, etc., so that more people can understand and experience red culture through modern technological means, thereby promoting its sustainable development.

3.2. Content innovation and brand building

AIGC has injected new vitality into the sustainable development of red culture in the six places of Liaoning in terms of content innovation. By combining modern aesthetic trends and audience needs, AIGC can create more attractive and infectious red cultural works, such as film and television works, musical works, literary works, etc. These works not only enrich the connotation and extension of red culture, but also enhance its social influence and communication effect. At the same time, AIGC can also help the red culture of the six places in Liaoning create a unique brand image and enhance its competitiveness and popularity in the domestic and foreign cultural markets through precise positioning and differentiated marketing strategies.

3.3. Industrial integration and diversified development

AIGC provides opportunities for industrial integration and diversified development for the sustainable development of red culture in the six places in Liaoning. On the one hand, AIGC can promote the deep integration of red culture and tourism industry, attract more tourists to visit and experience, and promote the development of local tourism industry by developing red tourism routes

and creating red tourism brands. On the other hand, AIGC can also promote the combination of red culture and creative industries, and broaden the communication channels and market space of red culture by developing red cultural creative products and holding red cultural festivals. In addition, AIGC can also promote the coordinated development of red culture and other related industries, form a virtuous cycle of the industrial chain, and provide strong support for the sustainable development of red culture in the six places in Liaoning. To sum up, AIGC has provided important support for the sustainable development of red culture in the six places in Liaoning in terms of technology drive and resource protection, content innovation and brand building, as well as industrial integration and diversified development. By making full use of the advantages and innovation potential of AIGC technology, we can promote the inheritance and development of the red culture in the six places in Liaoning to be more extensive, in-depth and lasting.

4. Conclusion and Prospects

Through in-depth research on the path of AIGC empowering the spread of red culture in six places in Liaoning, it is not difficult to find that this innovative technological application has injected new vitality into the spread and sustainable development of red culture in six places in Liaoning. AIGC not only provides a broader platform and channel for the dissemination of red culture, but also promotes the deep integration of red culture and modern technology, making this cultural form with profound historical heritage shine in a new era.

In six places in Liaoning, rich red cultural resources carry the heroic deeds and great spirit of the revolutionary martyrs. The application of AIGC technology allows these precious resources to be presented to the public more vividly and intuitively, enhancing the appeal and influence of red culture. At the same time, AIGC also provides technical support for the innovation of red culture, promotes the organic combination of red culture and modern aesthetic trends, and further enhances its social value and significance of the times.

Looking to the future, AIGC's empowerment of the sustainable development of red culture in the six places in Liaoning will have broader prospects. With the continuous advancement of technology and the continuous expansion of application scenarios, we have reason to believe that the red culture in the six places in Liaoning will achieve more popular dissemination and more lasting development with the help of AIGC. In terms of the communication of red culture in six places in Liaoning, the use of AIGC technology not only enriched the communication content, but also broadened the communication channels, allowing the red culture to reach the audience more broadly and deeply. Through technological innovation and content innovation, AIGC has injected new vitality into the spread of red culture and enhanced its social influence and awareness. At the same time, AIGC also played an important role in promoting the sustainable development of red culture in six places in Liaoning. It not only helps protect and inherit red cultural heritage, but also injects new economic vitality into red culture through industrial integration and diversified development. This development model driven by technological innovation has laid a solid foundation for the sustainable development of red culture in the six places in Liaoning.

To sum up, AIGC's empowerment to study the communication paths of red culture in six places in Liaoning has important theoretical and practical significance. It not only helps to promote the inheritance and innovation of red culture in the six places in Liaoning, but also provides useful reference and inspiration for the spread and development of red culture in other regions. However, we should also see that the spread and development of red culture still faces many challenges and opportunities. In the future, we should continue to deepen the research and application of AIGC technology in the field of red culture communication, constantly explore new communication paths and development models, and contribute more wisdom and strength to the inheritance and development of red culture in the six places in Liaoning. In future research, we will continue to explore more possibilities of AIGC in the field of red cultural communication and contribute to the prosperity and development of China's excellent traditional culture.

Acknowledgment

This research is the result of the 2023 Department of Education's basic scientific research project "Research on the Combination and Application of Red Cultural Genealogy in Liaoning", project number: JYTZD2023017

References

- [1] Zhang Shan, Zhou Qi. The accurate spread of Red Culture in the era of artificial Intelligence: opportunities, models and Strategies [J]. Journal of Hainan University (Humanities and Social Sciences Edition), 2024.04 1-7.
- [2] Bi Wenjia, Ma Xiaofei. A probe into the value Source and Development path of the spread of Local Red Culture [J]. Cradle of journalists, 2024, (04): 15-17.
- [3] Xue Feng, Li Xiaohan. On the application and innovation of AIGC animation in the dissemination of non-heritage culture [J]. Film Review, 2024, (03): 14-23.
- [4] Zhou Jing. Nanjing University, 2021.
- [5] Wu Xing. Research on the Integration of Digital Communication Strategy of Cultural Heritage and AIGC Technology [J]. Journal of Culture, 2024, (02): 76-7.