

Digital Media Promote the Development of Creative Industry: Take Traditional Culture and Intangible Heritage as an Example

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Abstract. Nowadays, an increasing number of individuals realize the significance of preserving the promoting traditional cultural and intangible heritage. This phenomenon has gained significant attention in recent years, and this paper aims to synthesize the existing research. The research goal for this paper is to delve into the literature of digital media and the creative industry, with a focus on understanding its impact on its role and application. Through the analysis, this paper hopes to contribute new insights to the existing research on the propaganda of traditional culture and intangible heritage by using social media. Specifically, the essay aims to foster a deeper understanding and appreciation of traditional culture. It is found that social media primarily has positive effects on promotion of intangible heritage. Social builds a bridge between the individuals and traditional culture, making more people know about the intangible heritage. With the findings, the study contributes to the preservation and revitalization of traditional culture in the digital era.

Keywords: Digital media, Creative industry, social media, Traditional cultural and intangible heritage.

1. Introduction

Nowadays, an increasing number of people are aware of the importance of preserving and promoting traditional culture and intangible heritage, which serve as invaluable resources for the cultural and creative industries. By harnessing and leveraging these resources, one can foster the growth of cultural and creative industries, along with fostering cultural innovation and economic prosperity. In addition, they represent the rich history of China, they embody the essence of Chinese identity and cultural confidence. By the propagation of these cultures and heritages, individuals can form a deeper sense of national pride and enhance cultural self-assurance. On the other hand, supporting traditional culture and intangible heritage represents a crucial approach to addressing the challenges of globalization. Cultural diversity and interaction play an important role in globalization, cultural exchanges and relationships with other countries can be improved by promoting traditional culture and intangible heritage, thereby contributing to the progress of human civilization and culture diversity.

Digital media marketing is a modern marketing approach, utilizes the internet as a medium to communicate. In recent years, there has been a distinct shift towards digital media marketing emerging as a highly preferred marketing strategy among numerous companies, its influence is powerful and brings mutual advantages to both consumers and sellers, given the widespread ownership and usage of smartphones. So it is worthwhile to discuss whether it is imperative to disseminate traditional culture and intangible heritage with digital media marketing. It allows for the promotion of cultural values that may have been overlooked in the digital era, by leveraging digital media, traditional culture and intangible heritage can be introduced to a wider audience, fostering cultural awareness and appreciation.

Recent research has focused on the utilization of social media marketing, exploring its vast potential to connect with diverse audiences. However, there exists a significant research gap in the area of leveraging social media platforms to protect and promote traditional cultures and intangible heritage. This represents a critical opportunity to bridge the divide between modern technology and cultural preservation. This research aims to investigate how digital media promotes the development of creative industry by taking traditional culture and intangible heritage as an example.



The objective is to bridge the gap by leveraging social media marketing strategies, aiming to enhance the visibility and appreciation of traditional culture and intangible heritage. This endeavor strives not only to promote the dissemination of cultural wealth, but also to explore the potential integration of traditional cultural elements into contemporary products. By doing so, it promises to encourage economic growth while fostering a deeper understanding and appreciation of traditional cultures among younger generations.

This article will briefly review the development of digital media and creative industry, followed by pointing out the role and the application of social media in the propaganda of traditional cultural and intangible heritage.

2. Development Stages and Characteristics of Digital Media

2.1. The Definition of Media

Media is the means through which information is conveyed, transmitted, published, disseminated, printed, broadcast, telecast, or shown to the public [1].

Media is an important tool for disseminating information and establishing connections, and it plays an important role in modern society. These media can extend the transmission of information, making connections between people and people, people and things, or things and things.

2.2. Types of Media

Generally, traditional media includes a wide range of physically printed publications, known as print media, such as newspapers, magazines, books, signs, and billboards. Broadcast media, on the other hand, involves television, radio, music, and movies, all of which disseminate information through audio and visual signals. Nowadays, however, new media platforms are emerging in the public domain. One such example is digital media, which refers to electronic media distribution, encompassing websites, social media platforms, and online news outlets. Social media, in particular, enables users to produce and share information, engage with others, and participate in online groups. Some popular examples of social media platforms include Facebook, Twitter, and Instagram.

2.3. Definition of Social Media Marketing

Social media marketing is the strategic utilization of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to promote products, engage customers, and increase brand awareness [2]. It seeks to enhance website traffic and boost revenue and sales for companies. Strategies vary in terms of objectives, resources, and industry focus, but the ultimate goal is to increase market and financial performance.

2.4. Prospects of Social Media Marketing

Organizations benefit from digital and social media marketing because it lowers costs, increases brand awareness, and boosts revenue. Augmented Reality (AR) is predicted to be as common in the future as the internet, and businesses must have specialized skills to efficiently manage AR. Objective data and digital research approaches are commonly employed to comprehend digital and social media marketing in B2B settings. Integrating human skills and intelligence with AI can assist to reduce consumer risks in the digital world, but ethical and legal issues necessitate human intervention [3].

3. Development Status and Characteristics of Cultural and Creative Industries

3.1. Definition of Creative Industry

The creative industry includes a variety of industries that focus on creativity, innovation, and intellectual property development. This covers art, design, media, publishing, advertising, film, music,

performing arts, software development, architecture, and fashion design. Individual innovation and collaborative efforts fuel the industry's growth while also providing a varied range of cultural products and services. Its attributes include high value-added, intellectual content, innovation, risk, and permeability. It requires a conducive creative atmosphere, talent support, policy support, financial assistance, and market support. The creative industry is critical to global economic progress and urban transformation.

3.2. Digital Preservation of Intangible Cultural Heritage

3.2.1. Definition of intangible heritage

Intangible cultural heritage refers to the specific expressions of traditional culture closely related to the daily life of the general public, such as folklore activities, performing arts, knowledge and skills, ceramics, objects, handicrafts, and cultural spaces [4].

Digital preservation is the process of merging and matching scan geometry with radiographic imagery to create high-fidelity anatomical models for digital archiving and rendering [5].

3.2.2. Methods to preserve intangible culture heritage

The preservation of intangible cultural assets can be effectively achieved through digital means. One crucial aspect is digital collection, which involves the meticulous recording of these assets using audio, video, photography, and other forms of media. This ensures that the essence and unique characteristics of the cultural heritage are accurately captured and preserved. The next step is digital processing, where the collected information is organized, categorized, and labeled. This process simplifies the management and retrieval of the data, making it easier to access and utilize. Following this, digital storage comes into play, where the processed information is securely stored in various media such as computers, databases, or cloud storage facilities. This ensures the long-term preservation of the cultural heritage and its stable accessibility for future generations. Finally, digital display allows the public to engage with and appreciate the intangible cultural heritage in a more vivid and intuitive manner. Through websites, mobile applications, virtual reality, and other innovative means, the digital representations of these assets are brought to life, fostering a deeper understanding and appreciation of cultural roots.

3.2.3. Current situation of digital preservation of intangible culture heritage in China

The Chinese digital preservation system is structured but disorganized, with local Intangible Cultural Heritage Protection Centers that lack proper management. To encourage digital preservation, institutions must clarify their rights and responsibilities, establish storage standards, provide common platforms, and strengthen management. Traditional archive-based storage technologies, such as photography, audio recording, and video recording, have limited resource sharing. China may improve from modern international digital preservation concepts and technologies to further its political and strategic development. Establishing digital preservation awards, such to those found in the United Kingdom, United States, and Australia, can help to promote digital preservation in China [6].

3.2.4. General approach of digital preservation

There are several techniques for preserving digital cultural heritage. These include developing general education programs in fine arts, popularizing fine, decorative, and applied arts, as well as folk crafts, through cultural and educational activities, and systematically identifying and promoting visual art from folk culture [7]. Teachers should constantly develop their scientific and methodological skills, and they should also engage in experimental activities, in order to update the cultural education system.

3D technology can also help to preserve intangible cultural heritage (ICH) by documenting, recovering, reflecting faithfully, and protecting it for future generations. Advanced technologies such as 3D visualization, modeling, and motion capture systems enable the preserving and recovery of

ICH items [8]. These technologies also allow for a more precise representation of ICH through acting, crafting, and storytelling. 3D technology is used in a variety of sectors related to ICH, including craft, dance, storytelling, game-based education, and settlement, for both educational and documentary reasons. It also protects and interacts with ICH, thereby conserving cultural heritage centers.

4. The Role of Digital Media in Cultural and Creative Industries

Digital media has had an influential impact on the cultural and creative industries, especially the television industry. It has increased the reach and engagement of creative content, making it more accessible and interactive to viewers. Social media platforms have played a crucial role in driving this transformation, changing the old paradigms of traditional media and creating new opportunities for content creators. Content creators may now readily spread their work to a larger audience, interact with friends and followers, and get comments on their creations thanks to social media [9]. This has resulted in a more democratic and inclusive creative ecosystem, allowing varied perspectives and abilities to be recognized and shown. Furthermore, digital media has encouraged the growth of new media and creative firms within traditional sectors. These new platforms have given creators new methods, while also allowing for more personalized and targeted advertising. In conclusion, digital media has significantly impacted the cultural and creative industries by expanding content engagement, challenging traditional media models, and fostering new media and creative businesses, resulting in a more diverse, interactive media landscape that adapts to audience needs.

As the paragraph mentioned before, traditional industry can use social media platform as an opportunity to instill the cultural and intangible heritage in more people's mind. For instance, museums constantly utilize social media channels to make art more accessible to a larger audience, increase participation, and promote a feeling of community. These platforms enable museums to communicate with their audiences, promote exhibitions, develop virtual exhibitions, and share interactive experiences with artworks and cultural heritage [10]. However, social media usage in the art industry is still in its early phases, with issues of authenticity, control, and trust emerging. Despite these obstacles, social media is able to democratize cultural consumption and make art available to everyone, at any time and from any location.

5. Practical Applications of Digital Media in Cultural and Creative Industries

5.1. STP Stage

The STP framework—segmentation, targeting, positioning—is an effective strategy for categorizing diverse groups of individuals and devising tailored promotional approaches for each segment. Its core objective is to capture the attention of every unique subset of the population. Segmentation involves dividing the market into distinct groups based on various criteria. Targeting involves analyzing these segments and determining which ones offer the best potential for serving. Positioning, on the other hand, focuses on how the chosen strategy resonates with consumers and how it stands out from alternative approaches.

Demographic variables, such as gender, age, and place of residence, are crucial in defining these segments. Specifically, social media platforms excel at grouping individuals based on these demographic markers, leveraging big data algorithms to deliver tailored content to users with varying interests. For example, women often show a strong preference for exquisite handicrafts. Consequently, social media can promote unique traditional handmade crafts and disseminate related knowledge, ensuring that this content reaches its intended audience.

Similarly, men tend to follow sports news avidly. With clever advertising, traditional athletic forms like Kung Fu and Tai Chi have gained popularity among both young and old, evolving into distinctive elements of Chinese culture. This trend is closely linked to the government's recent investment in promoting traditional cultural values.

By leveraging the STP framework, marketers can not only identify but also effectively engage with their target audience, delivering relevant and compelling messages that resonate deeply.

5.2. Promotion Stage

5.2.1. Provide broad coverage and exposure

In today's digital age, people are increasingly obtaining information via mobile phones and laptops. People rely heavily on social media sites like Weibo, WeChat, Tiktok, and others to receive information. These platforms have a huge user base, whether urban or rural, young or elderly, and allow them to access information about traditional culture and intangible cultural resources. At the same time, these platforms contain cross-regional features, allowing users from many areas and nations to share and trade their traditional traditions and intangible cultural assets.

5.2.2. Enhance interactivity and participation

Traditional cultural communication mediums, such as television and radio, are frequently one-way communication channels in which the audience can only passively receive information. Social media is different. It enables users to comment, like, share to contribute to the diffusion of knowledge. For example, once a video about intangible cultural heritage skills has been released on Tiktok, people can communicate with the video publisher or other users by asking their questions in the comment section or sharing related experiences. This interactivity not only increases users' sense of engagement, but it also allows more people to appreciate the traditional culture and intangible cultural assets.

5.2.3. Innovative and diversified forms of communication

Text, photographs, videos, live broadcasts, and other types of content can all be created using social media. This enhances the propagation of traditional culture and intangible cultural treasures. For example, short videos allow people to intuitively see the production process of intangible cultural heritage skills; live broadcasts allow people to participate in intangible cultural heritage activities in real time; and VR/AR technology allows people to immerse themselves in traditional culture and intangible cultural heritage. These creative modes of communication have the potential to not only draw more people's attention, but also to deepen people's attachment to traditional culture and intangible cultural assets.

5.2.4. Create communities and shared cultural spaces

People on social media can build communities based on their interests and hobbies. These communities tend to focus on a single theme or culture, such as traditional handicrafts, local operas, and so on. People in the community can share their experiences and thoughts, learn from each other's skills and knowledge, and create a shared cultural space. This social communication strategy has the potential to not only improve people's awareness and recognition of traditional culture and intangible cultural heritage, but also foster cultural inheritance and development.

5.2.5. Encourage intercultural exchange and integration

Social media removes geographical and cultural barriers, making it easier for people from other countries and areas to converse culturally. By sharing and disseminating traditional culture and intangible cultural assets, one may help more people comprehend the differences across civilizations while also promoting mutual understanding and respect. At the same time, this type of communication can encourage cultural integration and innovation, resulting in more cultural achievements that reflect the times.

6. Deficiencies and Prospects

It is important to recognize that social media presents various hurdles and concerns in the dissemination of traditional culture and intangible cultural assets. For example, the authenticity and accuracy of information cannot be guaranteed, and some misleading information or exaggerated

propaganda can harm traditional culture and intangible cultural heritage. Furthermore, excessive commercialization and entertainment tendencies may undermine the significance and depth of traditional culture and intangible cultural assets. As a result, when utilizing social media to transmit traditional culture and intangible cultural assets, people must ensure the authenticity and accuracy of information, and avoid excessive commercialization and entertainment.

7. Conclusion

In the digital era, individuals increasingly rely on social media platforms to learn about traditional cultures and intangible cultural assets. These platforms have a vast user base, allowing people from different locations to exchange and trade their customs and intangible cultural goods. Social media promotes interaction and involvement, allowing users to contribute to the spread of information. Text, images, films, and live broadcasts are examples of innovative communication methods that can help to spread these cultural riches. Social media also allows people to form groups based on their interests and hobbies, which promotes cultural inheritance and growth. Finally, social media promotes intercultural contact and integration by reducing geographical and cultural obstacles and increasing mutual understanding and respect. However, while transmitting these cultural assets via social media, issues such as authenticity, correctness, and excessive commercialization and entertainment must be addressed.

The research highlights the significant impact of social media in spreading traditional culture and intangible heritage, promoting cultural exchange and recognition. With advancements in technology, social media platforms can enhance authenticity and accuracy of information, while optimizing dissemination strategies can showcase the value of traditional culture. Strengthening cooperation with traditional media can create an integrated online and offline dissemination pattern, further promoting the inheritance and development of traditional culture. While, Social media has limitations in propagating traditional culture and intangible heritage since it is impossible to ensure authenticity and prevent the spread of erroneous information. The content frequently emphasizes novelty and interest, which may lead to misunderstanding or disregard for the importance of traditional culture. Furthermore, the fragmented communication approach may impair people's general recognition and knowledge of traditional culture.

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