Research on Digital Communication of Traditional Culture and Social Value Reproduction Under the Intelligent Media Ecology

Haolin Zhang[1]

[1] *Communication University Of China (CUC), Beijing 100024, China*
[1]*Email:15010066880@163.com*

ABSTRACT
This study focuses on the digital communication of traditional culture and its social value reproduction under the intelligent media ecology. The research points out that intelligent media technology reconstructs the logic of cultural communication, and realizes the transformation from one-way indoctrination to co-creation, content from symbol simulation to immersive experience, and channel from dispersion to accurate access. The reproduction of social value revolves around three dimensions: cultural identity, social education and ethical aesthetics, and is realized through algorithms aggregation, immersive narration and cross-media translation. However, the current practice faces challenges such as technical rationality, data cocoon, digital divide and copyright dilemma. The research aims to provide theoretical and practical reference for the creative transformation and innovative development of traditional culture, so as to recast the spiritual core of national culture in the digital age.

Keywords: *Intelligent media, Traditional culture, Digital communication, Reproduction of social value.*

1. INTRODUCTION

Under the intelligent media ecology, traditional culture is no longer limited to the static display of museums or the written records of books, but is present in a more dynamic, interactive and visual way through algorithm recommendation, immersive experience and digital twinning technology [1]. As a new media environment, technology is redefining the path of public contact and perception of traditional culture.

Looking at the existing practice of digital communication of traditional culture, it is not difficult to find an obvious tendency of instrumental rationality. Many projects excessively pursue the dazzling skills of technology and the realization of traffic, which leads to the "landscape" and "fragmentation" of cultural communication. Digital technology is often only regarded as a tool to show traditional culture, rather than a catalyst to activate its internal vitality [2]. This tendency makes the traditional culture face the risk of "de-historization" and "entertainment" in the process of digital communication, and its core social value is obscured or even dissolved by algorithmic logic and commercial logic.

This study focuses on the core concept of social value reproduction. Different from the commercial value in the sense of economics, the reproduction of social value refers to the transformation of traditional culture from its original historical value and aesthetic value into psychological identity and social cohesion to meet the needs of modern society through the interaction, interpretation and re-creation of the audience in the process of digital communication. Under the intelligent media ecology, this reproduction process has new characteristics: the algorithm makes accurate cultural matching possible, the human-computer collaborative creation breaks the single subjectivity of communication, and the audience changes from passive recipients to value co-creators.

This paper discusses the internal logic of digital communication of traditional culture under the intelligent media ecology, and focuses on the

specific mechanism and realization path of social value reproduction. This will not only enrich the theory of cultural communication in the intelligent age, but also provide practical reference for solving the "island effect" in the inheritance of traditional culture and realizing its creative transformation and innovative development, thus recasting the spiritual core of national culture in the digital age.

2. THE LOGIC RECONSTRUCTION OF TRADITIONAL CULTURE COMMUNICATION UNDER THE INTELLIGENT MEDIA ECOLOGY

2.1 The Subject of Communication-from One-way Indoctrination to Co-creation and Sharing

In the traditional context, the dissemination of traditional culture is characterized by one-way indoctrination. As absolute subjects, professional institutions and creators hold the leading role in the production and dissemination of content, and the audience is only a passive receiver of information [3]. Under the intelligent media ecology, the pattern of communication subjects has been completely broken, human-computer collaborative creation has become the norm, and algorithm technology has built a platform for multi-subject interaction. The audience is no longer limited to simple viewers, but deeply participates in the production and dissemination of traditional cultural content with the help of comments, re-creation and sharing, and becomes the core force of value creation. Creators, platforms and audiences together form an organic whole, forming an open and shared communication ecology, transforming the communication of traditional culture from a single subject to a vivid practice of multi-party cooperation and sharing, and fully stimulating the internal vitality of traditional culture.

2.2 Spreading Content-from Symbolic Simulation to Immersive Experience

In the past, the spread of traditional culture mostly relied on symbols such as words, pictures and images to simulate and present the cultural connotation in a flat way, and the audience could only perceive it indirectly, so it was difficult to truly appreciate the essence of culture. Intelligent media ecology relies on cutting-edge technologies such as virtual reality (VR), augmented reality (AR) and digital twinning to create immersive and personalized experience scenes for audiences [4]. The audience can travel through time and space, immerse themselves in traditional festival ceremonies, stroll through ancient architectural scenes, and feel the profound heritage and unique charm of traditional culture from the first perspective. The content of communication is no longer a cold pile of symbols, but a vivid experience that can be perceived and interacted, which transforms traditional culture from abstract symbols into concrete immersive experience, greatly enhances the audience's sense of participation and identity, and promotes the spread of traditional culture from symbol simulation to immersive experience.

2.3 Communication Channel-full Scene and Accurate Reach

Under the traditional communication mode, the communication channels of traditional culture are scattered and lack of accuracy, and newspapers, television, offline venues and other channels are fragmented, so it is difficult to reach the target audience effectively and the communication efficiency is limited. Intelligent media ecologically integrates online and offline multiple scenes, and with the help of algorithm recommendation technology, it can accurately gain insight into the audience's interest preferences and behavior habits, and realize personalized push of cultural content. Whether it is a short video on the mobile side, a social platform or an offline intelligent interactive device, it can accurately deliver the traditional cultural content according to the needs of the audience, and build a full-scene, full-time and accurate communication network [5]. This kind of channel reconstruction breaks the time and space restrictions and channel barriers, so that traditional culture can accurately reach audiences of different ages and regions, greatly improving the breadth and depth of communication, and making traditional culture truly integrate into various scenes of public life.

The reconstruction of traditional cultural communication logic under the intelligent media ecology (as shown in “Figure 1”) is the inevitable result of the deep integration of technology and culture. The all-round innovation of communication subjects, contents and channels not only reshapes the communication mode of traditional culture, but also activates its internal vitality, laying a solid foundation for the inheritance and development of traditional culture in the digital age and the

reproduction of social values, and helping traditional culture to glow with vitality in the new era.

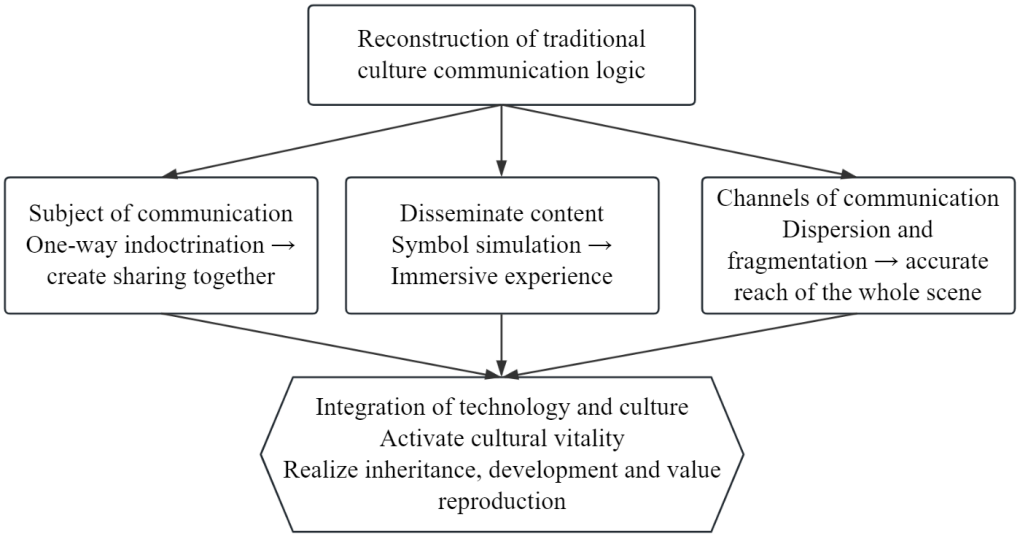


Figure 1 Reconstruction framework of traditional culture communication logic under intelligent media ecology.

3. DIMENSIONS AND MECHANISM OF SOCIAL VALUE REPRODUCTION OF TRADITIONAL CULTURE

In the intelligent media ecology, the social value of traditional culture is not an unchangeable inherent attribute, but the product of continuous activation, reconstruction and appreciation in the dynamic process of digital communication [6]. Its reproduction process mainly revolves around three core dimensions, and each dimension corresponds to a specific operating mechanism (as shown in “Figure 2”).

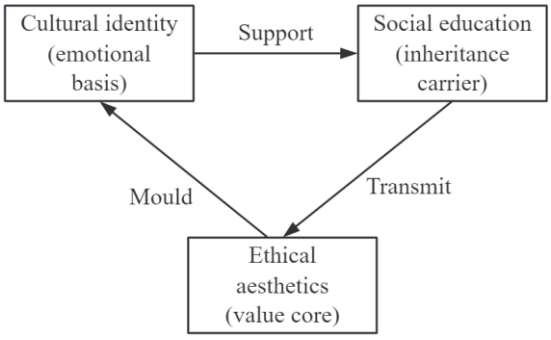


Figure 2 Reproduction process of social value of traditional culture.

These three dimensions do not operate in isolation, but are intertwined and empowered with each other. Cultural identity provides the emotional foundation for social education, while ethical aesthetics provides the value core for cultural identity. The key challenge under the intelligent media ecology lies in how to design a mechanism to prevent these reproduction processes from slipping into the "data cocoon room" type of self-enclosure or the "traffic first" value distortion, so as to truly realize the positive cycle and sustainable development of traditional cultural and social values.

3.1 Reproduction of Cultural Identity Value

The core of this dimension is to transform traditional culture from a heritage that needs to be protected into a living resource that stimulates emotional connection among groups.

Algorithm driven 'cultural resonance' and circle aggregation. Intelligent recommendation algorithms are no longer simple traffic distribution tools, but based on user interest maps, accurately push traditional festival customs, local operas, intangible cultural heritage skills, and other information to potential interest groups. For example, algorithms can identify users who are interested in Hanfu and classical music, and build a virtual "cultural tribe" for them, allowing individuals to find a sense of belonging in the digital space, thereby aggregating dispersed aesthetic preferences into a strong cultural identity magnetic field [7].

The Sense of Presence and Emotional Awakening in Immersive Narrative. Through technologies such as VR/AR and digital twins,

users are able to travel back in time to historical scenes or experience ceremony scenes firsthand. This embodied immersive experience breaks the boundaries of time and space, transforming users from bystanders to participants. For example, when users participate in a traditional Confucius ceremony in VR, the sense of solemnity and sacredness they gain is far more internalized as a deep cultural identity than reading textual descriptions.

3.2 Reproduction of Social Education Value

Breaking through the monotony and preaching of traditional education, utilizing the interactivity of intelligent media to transform knowledge transmission into active exploration and value internalization. AI can automatically sort out massive amounts of ancient books, cultural relics, and folk materials, and construct a structured knowledge graph of traditional culture. Users can acquire cross-domain cultural knowledge through natural language interaction like asking questions [8]. This nonlinear exploration path stimulates users' curiosity and thirst for knowledge, and realizes the transformation from passive reception to active construction of knowledge. The platform encourages users to re-create traditional virtue story through short videos and interactive dramas. This gamification and low-threshold participation mode not only reduces the understanding cost of traditional culture, but also subtly completes the reproduction and dissemination of ethical concepts such as filial piety and honesty in the process of "playing with middle school".

3.3 Ethics and Reproduction of Aesthetic Value

This dimension focuses on how the ethical norms and aesthetic paradigms in traditional culture can communicate and integrate with modern values in the digital context.

Translation and ethical reconstruction of cross-media narration. Traditional ethical stories are repeatedly translated in different media such as movies, cartoons and games. Every translation is a value negotiation, and the creator will eliminate the elements that are contrary to the spirit of modern law, and at the same time strengthen the universal values of sacrifice, responsibility and justice. This process of removing the rough and selecting the fine makes traditional ethics still have explanatory power and guiding significance in contemporary society.

Style transfer and aesthetic reconstruction of digital twins and AIGC. Through AI technology, aesthetic elements such as traditional ink painting strokes and patterns of blue and white porcelain can be transferred to modern design, clothing, and even virtual spaces. AIGC can generate brand-new digital landscape paintings according to the traditional painting style. This is not a simple copy, but an innovative aesthetic production based on traditional genes, which breaks the barriers between elegant art and mass consumption and rejuvenates classical aesthetics in the digital age.

4. REALISTIC DILEMMA AND ETHICAL REFLECTION

4.1 Overriding of Technical Rationality

The transgression of technical rationality is first manifested in the erosion of cultural logic by algorithmic logic. Intelligent recommendation algorithm aims at optimizing quantitative indicators such as user's stay time and click-through rate, and naturally tends to push content with strong sensory stimulation and strong entertainment attributes, but lacks communication patience for the essence of traditional culture that requires in-depth reading and meditation. This leads to the traditional culture communication falling into the trap of "flow first". The more fragmented and spectacular the cultural presentation, the easier it is to get the favor of the algorithm, while the systematic cultural interpretation and serious historical narrative are marginalized. In the long run, traditional culture risks being further deconstructed into "cultural fast food", and its deep spiritual core is diluted or even forgotten in the data carnival.

Secondly, the technical rationality is also reflected in the narrowing of cultural identity by the "data cocoon room" effect. The algorithm accurately pushes based on users' existing preferences, which can certainly improve the communication efficiency, but it may also close the audience in the homogeneous cultural circle. When users repeatedly receive the traditional cultural content of a specific style or genre screened by the algorithm, their cognition of traditional culture will tend to be one-sided and solidified, and it is difficult to form an understanding of the diversity and integrity of traditional culture. This "information cocoon" style of cultural consumption is contrary to the inclusive and comprehensive

spirit advocated by traditional culture, and may even give birth to new cultural prejudice and cognitive barriers.

In addition, the widespread application of generative technologies such as AIGC also brings ethical challenges of authenticity and originality. When AI can generate digital content in antique style in batches, the "authority" and "locality" of traditional cultural communication will be dissolved. Machine-generated cultural content lacks the creator's life experience and cultural accumulation. It is worth pondering whether it still spreads "living" traditional culture, or just the idling of symbols and collage of styles.

4.2 Digital Divide and Copyright Dilemma

The digital divide is a structural obstacle to the digital communication of traditional culture. Cultural communication under the intelligent media ecology is highly dependent on digital infrastructure and digital literacy, but there are significant differences in access conditions and use ability among groups of different regions, ages and socio-economic status. Old people, rural people and low-income people are often excluded from the edge of digital cultural consumption because of lack of equipment, skills or limited network coverage. This superposition of "access gap" and "use gap" greatly reduces the inclusiveness of digital communication of traditional culture, and may even aggravate the inequality in cultural inheritance. While digital aborigines enjoy the technology dividend, some groups are further isolated from cultural inheritance due to technical barriers, forming a new "cultural island".

Copyright dilemma constitutes another institutional constraint of digital communication of traditional culture. Traditional cultural resources often have the characteristics of collectivity, inheritance and vague right subject, so it is difficult to be fully incorporated into the framework of modern intellectual property system. In the intelligent media ecology, the digital collection of traditional culture, the second creation of AIGC and the cross-platform communication and circulation make the copyright ownership more complicated. On the one hand, if we overemphasize copyright protection, it may inhibit the public's free acquisition and creative transformation of traditional culture and hinder the open process of social value reproduction; On the other hand, if copyright protection is absent, it may lead to the free possession and over-exploitation of traditional cultural resources by commercial platforms, which will damage the interests and cultural dignity of the inheritance community. How to seek a balance between protection and opening up and establish a digital copyright governance mechanism that adapts to the characteristics of traditional culture is an institutional problem that needs to be solved urgently.

5. CONCLUSION

The reconstruction of communication logic of technology empowerment, the transformation of communication subject from one-way indoctrination to multiple co-creation, the upgrading of content from symbolic simulation to immersive experience, and the expansion of channels from scattered separation to accurate access to the whole scene not only reshape the communication paradigm of traditional culture, but also provide new kinetic energy for the reproduction of its social value by activating the interaction, participation and creativity of the audience. In the dimension of social value reproduction, cultural identity deepens emotional connections through algorithmic driven circle aggregation and immersive narrative; Social education relies on knowledge graphs and interactive exploration to internalize ethical concepts; Ethical aesthetics realizes the dialogue and integration of tradition and modernity with the help of cross-media translation and AIGC technology. However, the research also reveals the practical challenges such as the technical rationality overstepping, the increasing digital divide and the imbalance of copyright governance. In the future, it is necessary to build a "technology-humanity" collaborative mechanism, which not only gives full play to the technological advantages of intelligent media, but also adheres to the value rationality of cultural inheritance; At the same time, we should improve the governance framework of digital rights, balance the relationship between protection and openness, and realize the sustainable appreciation of the social value of traditional culture.

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