



Digital Media Helps Increase the Popularity of Red Culture in Dalian City Research

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Abstract. Red culture is an advanced cultural resource accumulated by the Chinese people during the revolution, construction and reform process led by the Communist Party of China. The rapid development of digital media technology has provided opportunities for the extension of red culture to the general public, and the unique characteristics of digital media, such as interactivity, immediacy and diversity, can make it have significant advantages in the process of spreading red culture that are incomparable to traditional media. These “advantages” of digital media will help improve the quality and effectiveness of red culture learning and education for Dalian citizens, increase the popularity of red culture education among the general public, and thus enhance the sense of honour and mission of Dalian citizens.

Keywords: Red culture · Digital Media · Dalian

1 Introduction

Promoting red culture and building a strong cultural country is the national development strategy of China. Red culture is an advanced cultural resource accumulated by the Chinese Communist Party leading the Chinese people in the process of revolution, construction and reform, but the time and space in which it grows seems a bit distant from the life of the people today. In the process of inheriting red culture, the question that deserves special attention is how to use vivid and interesting means to make more people educated.

2 Digital Media Provide New Opportunities for Improving the Popularity of Red Culture Among the People

2.1 Digital Media Can Enhance People’s Engagement in Learning About Red Culture

The unique interactive and fast features of digital media have broken the strict boundaries of traditional media one-way communication and realised two-way interaction between communicators and audiences. In the traditional mode of communication, the communication subject occupies an absolutely dominant position and the audience can only

passively receive information, but this unequal dichotomy is gradually being broken in the digital media era [1].

In the digital media era, the communication subject transmits red culture culture to the audience. In this process, the audience actively participates in the discussion and dissemination of information according to their own needs and interests, thus realising a two-way interaction between the communication subject and the audience. The change in the mode of communication has greatly contributed to the fun and vividness of red culture communication, making red culture culture more acceptable at the popular level and promoting the realisation of red culture mass communication.

2.2 Digital Media Can Meet the Immediate Needs of People to Learn About Red Culture

A distinctive feature that distinguishes digital media from traditional media such as newspapers, magazines, radio and television is the diversity of communication channels. Digital media uses digital technology to project information through computer networks, wireless communication networks, satellites and other carriers to numerous terminal devices such as computers, mobile phones and digital TV sets [2]. Digital media has the characteristics of diversity, flexibility, convenience, aggregation, interactivity and accuracy, which can make up for the lack of relevance, accuracy and immediacy of traditional media in the process of spreading red culture. At the same time, digital media can also break the limitations of traditional media channels in terms of interactivity and spatial and temporal communication, allowing audiences to access the knowledge they need anytime and anywhere, which is particularly important for the fact that the audience for red culture learning is not fixed [3].

2.3 Digital Media Can Stimulate People's Enthusiasm for Learning About Red Culture

Digital media technology can bring together a large amount of red culture-related information and filter the resources, and this excellent big data processing capability can facilitate more red culture integration with each other. For example, if someone searches fuzzy for travel tips in Jinzhou, Dalian through a platform, the search results not only bring up traditional tourism items such as Jinshi Beach and Discovery Kingdom, but those who have shown an interest in red culture in the past are more likely to see Guan Xiangying Memorial Hall and the Russo-Japanese War site in Nanshan.

The digital media's all-encompassing information can effectively attract different types of groups, and analyse in the background which elements the audience prefers, and through periodic and targeted pushing, the recipients can obtain the news they are interested in with a higher probability. Through the classification of hobbies, more diversified communication methods can be developed to guide the public to identify with the history of the Party and to form a correct view of red culture. In terms of expression, digital media combines audio, animation, video, pictures, sound, text and other forms of expression with red culture, enabling the public to understand more intuitively the history of the Communist Party of China for the happiness of the Chinese people and the rejuvenation of the Chinese nation, and inspiring the public to learn about red culture.

3 The Unique Advantages of Dalian in Increasing the Popularity of Red Culture Among the People

3.1 Dalian Has Unique Red Cultural Heritage

Dalian had been under Russian leases since 1898 and then under Japanese colonial rule since the end of the Russo-Japanese War in 1905, and was called by the Japanese authorities the so-called “windless zone” of communism, i.e. no communist ideas could ever emerge in Dalian. In such a complex and difficult environment, the Communist Party of China established the Dalian Special Branch in 1926, and from the establishment of the Dalian Branch in 1926 to the establishment of the Dalian Special Liberation Zone on 22 August 1945, and then to the founding of New China as the New Liberation Zone on 1 October 1949, the local organisation of the Communist Party of China in Dalian continued to struggle tenaciously during the difficult years until it won the final victory. The Communist Party of China has been a leader in Dalian for many years, and countless communists have shed their blood for their communist beliefs on this piece of land. It can be said that the gradual and comprehensive victory of the Communist Party of China was the process of Dalian’s development from chaos to prosperity. The presentation of these complex and unique red revolutionary developments through digital media will greatly inspire the people of Dalian to love and build Dalian. At present, Dalian will actively build a red resources research platform, dig deeper into the historical information and classic examples of red resources, compile red cultural readings and propaganda for the general public, fully explore the red cultural factors in the city’s patriotic education bases, and enhance the red cultural connotations of patriotic education bases. Dalian will also increase support for the development of red cultural tourism, incorporate the development of red tourism into the city’s tourism industry development planning, follow the laws of tourism industry development, plan and build a number of red cultural tourism bases, boutique lines and scenic spots, cultivate and generate a number of red tourism projects and products, activate the red tourism market, and spread and promote red culture in a way that integrates culture and tourism.

3.2 Dalian Has Rich Red Cultural Resources

Dalian has many red resources, most of which are unique and irreplaceable. For more than 100 years, Dalian has experienced a revolutionary journey from humiliation to self-improvement. Revolutionary martyrs and fellow patriots have left indelible traces by throwing their heads and blood on this Liaodong Peninsula. According to the survey, Dalian currently has 68 patriotic education bases, covering revolutionary martyrs’ cemeteries. These red resources have greatly enriched the “media library” and made it possible to These red resources have greatly enriched the “media pool”, making it possible to promote red culture widely without being empty and tasteless.

In order to inherit and carry forward the red resources, this year, Dalian launched the theme activity of “searching for the red mark”, selected and formed a list of 100 “red marks” in Dalian, drew 100 “red marks” into propaganda maps in the form of hand-painted, and rolled them on the big screen of the city, causing widespread repercussions. Dalian daily also opened a theme column of “searching for the red mark”. The organizer

also worked with the postal department to design, produce and issue the first day cover in the hand-painted style of “tracing the red mark - Celebrating the centenary of the founding of the Communist Party of China”, held a issuing ceremony, and published the hand-painted map of “tracing the red mark” using boarding passes and other carriers, leading citizens to set off an upsurge of learning the history of the party, loving their hometown and seeing action.

3.3 Rapid Development of 5G Network Construction in Dalian

Digital media and 5G network technology are inseparable, and the rapid construction of 5G communication network infrastructure will provide a good environment for the development of digital media. Dalian is currently the leading demonstration city for 5G network construction in Liaoning Province. Since 5G started its commercial journey in 2019, 5G network construction in Dalian has been in full swing and has formed a 5G network environment with a focus on the central city and continuous coverage in the urban areas of all districts, cities and counties, forming a three-dimensional coverage of “points, lines and surfaces”. At present, more than 8,000 5G base stations have been built, and many red buildings and sites in the city are covered by the 5G network, which provides a solid technical guarantee for the wide dissemination of red cultural information to the public.

Dalian 5G construction is at the forefront of the province. Among them, Dalian Mobile has completed the annual construction task and goal assigned by the Dalian municipal government in advance, achieved the continuous coverage of the main urban area of Dalian and all districts, cities and counties, and has formed a three-dimensional coverage of “points, lines and areas”, and successfully won the honorary title of “China Mobile 5g network top ten excellent cities” in July, becoming the only selected city in North China and Northeast China.

3.4 Dalian’s Unique City Scenery

Dalian is located in the southern tip of Liaodong Peninsula, at the junction of the Yellow Sea and the Bohai Sea. It has the reputation of “Pearl of the north”. The mountain is close to the sea, and the sea and sky are the same. The mountain is in the city, and the city is covered with green shade. The sea view, city view and green view form the unique beauty of Dalian. It has the reputation of “International Garden City” and “excellent tourist city in China”. Dalian relies on the regional character of the port city building, with green hills as the background and blue skies, the blue sea, forests, grasslands and buildings of different styles constitute the unique urban ecological environment of Dalian.

Throughout the city, Dalian’s red cultural resources are intertwined with the natural landscape, with red sites such as the former site of the Dalian Chinese Workers’ Association, the former site of the Communist Party of China Dalian Workers’ Committee and the former site of the Dalian Municipal People’s Government located within the city, as well as many other red resources such as the Sino-Soviet Friendship Tower and the Japanese-Russian War site in Nanshan, which are located within the tourist attractions. This geographical distribution provides a lot of material for digital media creators to take advantage of the environment to promote local red culture.

4 Digital Media to Help Improve the Popularity of Red Culture Education in Dalian People Path Analysis

4.1 Using Digital Media to Improve the Interactivity of Local Red Culture

Dalian red culture propaganda workers can guide the public to understand the development history and struggle of the Communist Party of China in the Dalian region through platforms such as Dalian's famous local microblogs, quick hands and Jitterbug numbers, provide the public with more convenient channels to obtain information, make efforts to eliminate the public's blind spot of local red culture, enhance the attractiveness of local red culture to the public and inspire the public's regional pride [4].

While increasing the propaganda efforts, we need to focus on using digital media to tell the red story, innovate and apply various means to promote the red revolutionary story behind beautiful Dalian, combine the advantages of digital media such as fast dissemination, wide range and various forms, provide quality content to attract people to take the initiative to understand and accept various forms of red culture, and increase efforts to develop Dalian's exclusive digital media platform for disseminate the local red history of Dalian and tell the local red story of Dalian.

Digital media can overcome the shortcomings of traditional media, such as the lack of audience autonomy and participation, and shorten the spatial distance between the public and information. Red culture propagators can guide the public to actively express their views on various digital media platforms by setting up commendations and awards, such as creating grassroots awards for the public such as "Red culture around me" and "Red things about Dalian". The city of Dalian is encouraged to actively explore the red history and culture related to Dalian and submit articles for the awards through digital media platforms. Depending on the target audience, the staff can use various communication tools and information distribution platforms to exchange information about red culture and information anytime and anywhere, forming a multi-directional interactive relationship.

4.2 Use of New Media Platforms to Enhance the Attractiveness of Local Red Culture

As a product of the information technology revolution, digital media technology has unique advantages that cannot be matched by traditional media, such as fast update, large amount of information, rich content and low cost.[5] Red culture promotion workers can combine the rich and diverse characteristics of Dalian local red culture resources to use new media technology to regularly push Dalian local red culture to Dalian citizens, using fragmented information, personalized customization, and developing different content in different sections, so that readers can learn about Dalian red resources anytime and anywhere, these resources can be the introduction of red sites or red stories that once happened in Dalian.

In addition to the mobile digital media platform, we can also build Dalian red culture resources multimedia aggregation platform, to build in Dalian within the scope of the red revolutionary sites (such as the former site of the CPC Dalian City Work Committee, the former site of the Nanshan bullet depot, the former site of the Dalian Chinese Engineering

Society, Dalian Heroes Memorial Park, etc.), the former residence of heroes (Guan Xiangying Memorial Hall), martyrs cemetery as the main content of the creation of new media image database highlighting the characteristics of the local red culture in Dalian, to play the aggregation effect, innovative communication strategy, a comprehensive upgrade of the local red culture in Dalian communication grade. The project intends to change the single communication mode of the previous on-site exhibition hall by using a combination of audio and video and advanced technologies such as VR, AR, 3D and documentary filming to ensure that in the post-epidemic era, the general public will be able to tour the city's red cultural sites anytime and anywhere through the integrated media platform without leaving home effect.

4.3 Use of Digital Media Combined with 5G Network to Broaden the Diversity of Local Red Culture Dissemination Methods

The 5G technology can connect all the people, events, scenes and objects of the red culture to the network, so that the receiver of the information can feel the revolutionary spirit through his or her most intuitive feelings, such as through the construction of the program. Citizens in Wafangdian will be able to use VR devices connected to the 5G network to enter the “August 1st” Martyrs’ Cemetery in Lvshunkou District, a shortened experience that will greatly stimulate the public to participate in experiencing the combination of technology and red resources.

5G technology is making the “Internet of Everything” a reality, and this change will lead to a complete shift in the delivery of information from a graphical and text-based form of communication to a video-based form of communication, providing technical support for the construction of images and visual scenes of red resources in Dalian. [6] Through the construction of the Red Culture Experience Hall, we can record the actual red events that took place in Dalian in a complete and accurate way, for example, through the production of animation, the scenario of the “April 27th strike” in Dalian, which not only introduces the address of the event and the current status of the site, but also incorporates the current hot short video. By creating a series of short videos on the event, such as historical figures and revolutionary sites, we can present the history and culture of the Party to the people of Dalian through video and audio, placing the viewer in a specific time or social relationship. This transformation can also effectively enhance the audience's interest in red culture knowledge.

4.4 Using Digital Media Combined with Dalian Cityscape to Help Enhance the Fun of Local Red Culture

While relying on hard promotional tools to promote and popularise red history and culture to the public may have little effect, designing exclusive red tourism itineraries in conjunction with Dalian's beautiful natural scenery will yield unexpected results. By using Dalian's natural scenery as a base, we can develop red cultural tourism routes and design different themed “Red Tourism+” itineraries to attract the public to the city's red attractions while learning from them. In addition, it is possible to attract people to visit red cultural tourism sites by developing apps that allow users to learn about the red culture behind the sites on their mobile phones by scanning the designated QR codes,

and by offering activities such as electronic postcards of the city's red culture scenery after scanning the codes.

In the era of mobile internet, content marketing and branding need to keep up with the times. The "digital media + tourism" approach helps Dalian to create a unique cultural and tourism tour that integrates "red culture learning, seaside scenery and high-tech development".

Increasing the amount of information shared on media platforms can better give audiences a direct feel and experience. The development of Dalian's red attractions can be driven to more travellers by posting places to hit after a tourist tour in online forums or in the currently popular platforms such as Jitterbug and Little Red Book.

The communication of the brand image of certain characteristic red tourism sites, such as the former site of the Lvshun Russo-Japanese prison and the Sino-Soviet Friendship Tower, can be done by using a hidden implantation communication strategy. Dalian's red cultural tourism road can also be disseminated by means of publishing comprehensive video websites such as Akiyip and Tencent Video. Placed on LED billboards in bus stations and subways, the public can access the corresponding information without additional searching, and this passive acceptance can enable viewers to form a conceptual impression of Dalian's local red resources. Digital media technology has enabled the dissemination of red culture, leading to greater penetration of the red spirit. For example, the public micro-signal "Dalian Red Culture Resources Collation and Promotion Research", established in 2020, is a team of university students who discover, collate and promote Dalian's red cultural resources, and new media platforms such as these will contribute to the dissemination of Dalian's red culture.

5 Conclusion

Red culture has never been an exclusive subject for the Communists, but the importance of expanding the audience for red culture learning is that the people can learn from the great spirit of the Chinese Communist Party's struggle in history and inject unlimited strength into the realisation of the "Chinese Dream". As a former special liberated area, Dalian is now a planned city and should find effective ways to increase the popularity of red culture education among the general public, improve the quality and effectiveness of red culture learning and education, strengthen the sense of honour and responsibility of the citizens of Dalian, and gather the strength of the people to promote the construction of the "two pioneering regions" of Dalian in the new era with high quality. As a citizen of Dalian, we should make use of the advantages of digital media, uphold the city spirit of Dalian to overcome the difficulties of the times and the city's role as a nation, learn from Comrade Guan Xiangying's dedication to the Party and the country, and tell a good red story as a tribute to the Party.

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