

Study on Digitization Inheritance and Red Memory

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Abstract: Under the background of the accelerated development of digitization, there are some problems in the process of inheriting red culture, such as lack of protection, lack of media, and lack of public interest, which leads to a poor spread of red culture. For the reason of these elements, we find it essential to explore better ways to show our culture and figure out significance of using digital economy to promote the development of red culture. We are supposed to have confidence in red culture, think about how to inherit it, and put forward suggestions to do people absorb more fine red culture in the digital era a favor.

Keywords: Digitization; Red culture; Innovation and inheritance

1. The necessity of red culture inheritance under digitization

As digitization enters the stage of The Times, the original society also begins to transform to digitization. Following the trend of digital development, we should raise the level of digital development, promote the process of digital development in all fields, and use digitization to change and enrich life. With the support of digital technology and Internet, the integration of red culture can realize the upgrading of traditional culture itself. Nevertheless, the excavation and publicity of red culture itself is limited. The main way of its publicity is to visit red sites and monuments, and the communication effect is limited as well, coupled with the limited conditions and the expense of manpower, material and financial resources, resulting in greater difficulties. In addition, in the publicity of red culture, communities, schools and other units stay at a shallow level for a long time. Although they strengthen the education of beliefs, they forget to explore and refine the value of the red resource era, making it difficult for the masses to link the red spirit with their own development. It is difficult to link red resources with the contemporary construction of socialism with Chinese characteristics and the great rejuvenation of the Chinese nation. If only sites, red culture museums and monuments are used as communication objects, the content will be too simple. There are many ways to spread popular culture, red culture and popular culture should complement each other.^[1]Red culture is an important component of China's excellent advanced culture and an important content^[2] contained in the socialist core value system. Red culture highlights the lofty ideological realm and moral sentiments, and plays an extremely crucial role in cultivating and practicing the socialist core values.

2. The purpose and significance of digital inheritance

2.1 The Purpose of research

Through investigation and research, we can find a better way to inherit red culture, as well as citizen's views and suggestions on red culture, in order to help enhance the effect of red culture, to use digital means to develop and inherit better. Digitization can overcome all kinds of limitations, spread red culture quickly, and enhance its^[3] influence. Using "3D" technology, the history of many years ago can appear in front of us, so that people can experience red sites, red ruins, and venues, and relive the positive years of that time. Digitization can also make the collection, storage, processing and display of red resources more convenient. Every exhibition, every work can be recorded online, even permanent collection. Starting from the principle of being close to reality, life and people, the red cultural gene will be deeply engraved in the lives of people, and the red story will be spread in people's hearts for a long time, becoming the internal^[4] driving force for creating a better life.

2.2 The significance of research

By integrating digitization with the inheritance of red culture, we can remove people's dull and benighted stereotype of red culture, promote people's interest in it, and encourage people to contact and understand red culture actively, so as to help inherit red culture. Our research has enhanced people's interest in inheriting red culture, improved the current inheritance status of red culture, and promoted the inheritance of fine red culture while developing the digital economy. While understanding the inheritance of red culture, we also see that the future of digital development is full of hope. We can see that with the continuous development of digitization, the inheritance of red culture can also have more bright future. We can see a lot of achievements in the protection and integration of red resources in the digital development, which will make the future industry full of infinite vitality.

3. The advantage of digitization in inheriting red culture

3.1 Technology advantages

Using digital technology to strengthen the coordination and scene transformation of red culture can carry out panoramic and three-dimensional display and publicity of red cultural resources, which is the protection of red cultural resources, but also a new way to inherit and develop the excellent red culture. Red cultural resources are abundant, most of which scatter in dots, and the concentration is not close. The integration and planning of red cultural resources can help the masses acquire the edification of red culture in immersive experience by means of digitization, and realize the transformation from traditional interpersonal and mass communication to communicate and immersive communication, which has profound practical significance.

3.2 Industry advantages

By integrating the upstream and downstream of industrial chain, the team promotes the design of related products and the coordinated operation ^[5] of the intelligent supply chain.

3.3 Advantages of current situation

At present, the way of people's understanding is often through the Internet, and they can see a lot of things far away from themselves, which also happens to help to provide a very good condition in the digital inheritance of red culture. With the help of digitization, the development of red culture has been accelerated, and more and more people are willing to enter the world of red culture, feeling the charming of red culture, and discovering the beauty of red culture.

3.4 Resource advantage

China has a large population, ranking forefront of the world land area. 5000 years' history of China differs other countries' history. China's red cultural resources are extremely rich, it is precisely because of its richness that provides more diverse environments and conditions for the digital inheritance to adapt to different red culture, and develop digital technology while helping the red cultural inheritance. Therefore digitization plays a more important role.

4. Suggestions on using digitization to inherit red culture

4.1 Focus on policy support

At present, the state attaches great importance to the development of red culture. Accordingly, various development departments have also issued relevant policies to speed up the protection and inheritance of red culture. Following this trend, we can make use of these policies to improve the level of science and technology, enhance the digital ability, and use the digital level to help promote and protect red culture. The relevant staff is supposed to pay attention to the policy dynamics, grasp the opportunities provided by the policy, and develop the road of digital inheritance of red culture.

4.2 Pay attention to digital technology

Paying attention to digital technology can not only help staff to obtain timely information about such industries to focus on development, but also enable staff to understand industry trends and public interest better, improve innovation ability and competitiveness, and thus help the inheritance of red culture.

4.3 The importance of teamwork

Teamwork is an important means in digital inheritance of red culture, which is also an effective way to solve various difficulties encountered in digital inheritance. Only through cooperation can we show the strength of team, inherit the red culture better, and let the spirit of red culture be passed on forever. At the same time, the members of the team together can burst out greater strength than single, but also have greater confidence to pursue the goal. In team cooperation, the division of labor according to each individual's professional ability and interests can make everyone contribute their own strength, but also can effectively use each person's shining points, so that the way of inheritance is more comprehensive and perfect.

4.4 Establish an overall management system

The distribution of red cultural relics in China is relatively scattered, so it is difficult to plan and manage. Therefore, an overall management system should be established nationwide to unify the management and planning of all kinds of red cultural relics. In this system, we can collect and sort out all kinds of red cultural heritage information, including its history, culture, art and social background, so as to protect and inherit them better. In addition, we can also use advanced technological means, such as satellite remote sensing, virtual reality and the Internet, to carry out digital protection of red cultural heritage, so that more people can understand and feel the value and charm of red culture. In order to inherit and carry forward the spiritual wealth left by our ancestors better, the spirit of red culture should spread from generation to generation.

4.5 Regulate the Internet digital industry

Due to the uncontrollability of the Internet, people often post ideas anonymously on the Internet, which also leads a lot of red culture being used as a tool of entertainment by some "people with intentions" on the Internet, reducing the historical weight of red culture and breaking the historical seriousness. This also leads to the efficiency of red culture transmission greatly reduced, so it is necessary to carry out certain management in Internet environment, to create a harmonious and positive network environment, and prevent digital information from being tampered with, which can further protect the digital red culture resource bank, and has profound significance for the security environment of red culture.

4.6 Use digitization to explore the visual elements of red culture

The regional dispersion of red culture is relatively extensive, which also makes red culture contain different regional cultures. The digital inheritance of red culture should be interpreted and fully explored on the basis of understanding the space and form of red culture, and spread red culture in various and interactive digital ways to improve the acceptance of red culture by people in different regions. At the same time, the visual reconstruction of red culture can bring those fresh figures in Chinese revolution era back to the public vision, expand the connotation of red culture in a more comprehensive way by various means, change the public's dull stereotype of red culture, and enhance the spiritual connotation and appeal of red culture. It enables people of different ages to understand red culture in different forms, and to complete the effective digital transmission of red culture in a way that suits them.

5. Conclusions

Under the background of digital economy, we should make full use of this opportunity to develop and inherit red culture. As a record of fine cultural traditions and revolutionary spirit, as a beautiful treasure left by our ancestors, red culture is guiding us forward in an inexhaustible direction no matter how time changes and how tasks change. At present, the development of digital technology can help complete the continuous and healthy development of red culture tourism. As an important contemporary

technological means, digitization plays an incomparable role in the inheritance of red culture in any way. What we have to do is to seize this opportunity, and strive to make digitization become the core driving force to promote the development and advancement of Chinese red culture, so that digitization can help last the influence of red culture. With modern times changes rapidly, it is necessary for each of us to shoulder the mission of inheriting red culture, and make use of the existing digital resources around us to understand, experience and remember. Only when we truly understand the inadequacy and persistence of our forefathers, and see the blood and rain at that time, can we make this great country realize the dream of the great rejuvenation one day.

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