

Digital Communication Strategies and Practices of Rural Culture from the Perspective of “Artistic Revitalization of Villages”: A Case Study of Heze Peony Culture Digital Dissemination

Zi Ding^{a,*}, Yunlong Ji^b

Faculty of Journalism and Communication, Qilu Institute of Technology, Jinan, China

^adingzi11042022@163.com, ^bjiyunlong2022@163.com

*Corresponding author

Abstract: Peony, as an important part of traditional Chinese culture, has been honored as the "King of Flowers" since ancient times. Its rich cultural connotations and long history embody the values and spirit of the Chinese nation. This paper aims to explore the strategies and paths of digital communication of peony culture, analyze how to effectively expand the international communication channels and methods of peony culture, and how digital presentation can be combined with the international communication of peony culture to empower the development of the peony industry. Through in-depth research, this paper proposes a series of specific communication strategies and development suggestions to promote the further prosperity of peony culture and the sustainable development of the industry, enhancing the influence of Chinese peony culture both domestically and internationally.

Keywords: Peony Culture, Digital Communication, International Communication, Industrial Development, Cultural Connotation

1. Introduction

Peony, known as the "King of Flowers," is a dazzling jewel in traditional Chinese culture. Its magnificent flowers, unique form, and profound cultural connotation have given it a significant place in the history of the Chinese nation. With the advancement of globalization and rapid development of information technology, the communication of peony culture faces unprecedented opportunities and challenges. As an emerging form of communication, digital communication provides a broader platform and channel for the international communication of peony culture.

The digital communication of peony culture not only helps to promote the traditional virtues and values of the Chinese nation and enhance the international influence of Chinese culture but also effectively promotes the innovation and development of the peony industry. Through digital means, the rich connotation of peony culture can be presented in a more vivid and intuitive manner, further arousing people's interest and love for peony culture. Meanwhile, digital communication can also promote the deep integration of the peony industry with related industries such as tourism and culture, injecting new vitality into the sustainable development of the peony industry.

Moreover, the integration of peony culture with the Artistic Revitalization of Villages adds a new dimension to its digital communication. By incorporating peony culture into the creative revitalization of rural areas, we can not only preserve and enhance the local cultural heritage but also stimulate local economies through tourism and cultural industries. This synergy between digital communication and village revitalization serves as a model for cultural and economic development, showcasing the potential of peony culture to bring prosperity and sustainable development to rural communities.

However, the digital communication of peony culture still faces many problems and challenges in practice. Firstly, how to effectively integrate various resources, innovate digital communication means, and enhance the communication effect of peony culture; secondly, how to expand international communication channels and strengthen the discourse power of peony culture on the international stage; thirdly, how to combine digital communication with the development of the peony industry and the Artistic Revitalization of Villages to achieve a win-win situation between cultural value and economic

benefits are all important issues that need to be addressed urgently.

Based on this, this paper will conduct an in-depth study and discussion on the digital communication of peony culture. By sorting out the historical origin and value connotation of peony culture, analyzing the current status and development of digital communication of peony culture, and proposing specific communication strategies and development suggestions. At the same time, combined with successful cases at home and abroad, this paper will look forward to the future development trend of digital communication of peony culture, aiming to provide useful reference and inspiration for promoting the prosperity of peony culture and the sustainable development of the industry, as well as for the Artistic Revitalization of Villages.

2. Overview of Peony Culture

2.1. Historical Origin of Peony Culture

Peony, as a traditional Chinese flower, has a cultivation history dating back to the Qin and Han Dynasties. Over thousands of years, it has formed a unique and charming peony culture. In ancient literature, peony was often praised by poets and scholars as the "national beauty and heavenly fragrance" and the "King of Flowers," becoming a significant theme in poetry and song.^[1] With the passage of time, peony culture gradually permeated into multiple artistic fields such as painting, sculpture, architecture, and gardening, becoming a dazzling jewel in the cultural treasure trove of the Chinese nation.

The formation and development of peony culture are closely related to the history, philosophy, and aesthetic concepts of the Chinese nation. In Confucian culture, the wealth and elegance of peony resonate with the benevolence and etiquette advocated by Confucianism; in Taoist culture, the natural and wild charm of peony reflects the pursuit of nature and harmony in Taoism. These cultural elements intertwine, together forming the rich connotation of peony culture.

2.2. Value Connotation of Peony Culture

Peony culture not only has a profound historical background but also contains rich value connotations. Firstly, peony culture reflects the Chinese nation's pursuit and yearning for a better life. The beauty and wealth symbolized by peony represent happiness and auspiciousness, becoming a symbol of people's pursuit of a better life.^[2] Secondly, peony culture showcases the Chinese nation's spirit of resilience and perseverance. The peony blooms in the cold, unafraid of difficulties, symbolizing the Chinese nation's spirit of striving forward in the face of adversity. Furthermore, peony culture also embodies the values of harmony, inclusiveness, and innovation, providing valuable spiritual wealth for contemporary society.

In modern society, the value connotation of peony culture has gained wider recognition and inheritance. As the national flower, peony has become an important representative of the national image, demonstrating the cultural confidence and national spirit of the Chinese nation^[3]. At the same time, peony culture has also become an important bridge for cultural exchange between China and the world, providing a unique perspective for people from all countries to understand and recognize China.

In summary, peony culture, as an important part of traditional Chinese culture, has a rich historical background and profound value connotation. In the context of globalization, further exploration and inheritance of peony culture are of great significance for promoting the spirit of the Chinese nation and enhancing the country's cultural soft power.

3. Current Status of Digital Communication of Peony Culture

3.1. Main Forms of Current Digital Communication of Peony Culture

With the rapid development of information technology, the forms of digital communication of peony culture are increasingly diverse. Currently, the digital communication of peony culture is mainly carried out through the following forms: Firstly, promotion through online platforms, including the establishment of dedicated peony culture websites, social media publicity, etc., showcasing the charm of peony culture through various media forms such as pictures, videos, and articles; Secondly, the application of digital technologies such as virtual reality (VR) and augmented reality (AR), providing

immersive peony culture experiences for audiences; Thirdly, digital exhibitions and displays such as digital museums and online exhibitions, presenting precious relics and artworks of peony culture in a digital form to the public; Fourthly, interactive experience projects such as online peony planting games and peony culture-themed interactive experience centers, allowing the audience to experience the unique charm of peony culture through participation.

These forms of digital communication provide a broader space and platform for the dissemination of peony culture, enabling peony culture to transcend regional limitations and be presented to a global audience in a more intuitive and vivid manner.^[4] Meanwhile, digital communication also enhances the interactivity and participation of peony culture, allowing the audience to gain a deeper understanding and experience of the connotation and value of peony culture.

3.2. Problems and Challenges in Digital Communication of Peony Culture

Despite certain achievements in the digital communication of peony culture, there are still many problems and challenges in practice. Firstly, there is a serious homogenization of digital communication content, lacking innovation and distinctiveness, making it difficult to attract the attention and interest of the audience. Secondly, the means and technologies of digital communication are not yet mature and perfect, affecting the communication effect and user experience. Moreover, the international influence of the digital communication of peony culture is limited, lacking effective international communication channels and strategies.

At the same time, digital communication of peony culture faces challenges of cultural differences and recognition. There are differences in cultural backgrounds and values between different countries and regions. How to bridge these differences and enable peony culture to gain wide recognition and acceptance globally is an important issue that digital communication needs to address.

To tackle these problems and challenges, further research and practice in the digital communication of peony culture are needed to explore new communication strategies and methods, improve the quality and effect of digital communication. Moreover, strengthening international cooperation and exchange is necessary to promote the dissemination and exchange of peony culture on the international stage, enhancing its global influence and recognition.

4. Strategies and Suggestions for Digital Communication of Peony Culture

4.1. Enhance Content Innovation and Create Digital Cultural Gems

The digital communication of peony culture should focus on content innovation by delving into the unique connotation and value of peony culture to create digital cultural gems with contemporary and regional characteristics. In content planning, multiple aspects such as the history, legends, poetry, and artistic expression of peony can be combined to form diverse and multi-dimensional communication content.^[5] At the same time, attention should be paid to combining with modern aesthetic needs, using modern design concepts and technological means to enhance the artistic and ornamental quality of digital content.

4.2. Expand Communication Channels and Build a Digital Communication Network

To enhance the breadth and depth of the digital communication of peony culture, it is necessary to actively expand communication channels and build a diversified digital communication network. In addition to traditional online platforms and social media, cooperation with emerging media such as mobile media and smart TVs can be explored to push digital content of peony culture to more terminal devices. Meanwhile, strengthening cooperation and exchange with international communication agencies is essential to promote peony culture to the world stage.

4.3. Strengthen Technical Application to Enhance the Effect of Digital Communication

In the process of digital communication, advanced technology application and innovation should be strengthened to enhance the communication effect and user experience. For example, virtual reality (VR) and augmented reality (AR) technologies can be used to provide an immersive peony culture experience for audiences; big data analysis can be used to understand user behavior and preferences for precise push and personalized services; artificial intelligence technology can be used for content

recommendation and intelligent interaction to enhance audience engagement and satisfaction.

4.4. Cultivate Professional Talent to Promote Sustainable Development of Digital Communication

The development of digital communication of peony culture cannot do without the support and promotion of professional talent. Therefore, it is important to cultivate professional talent with knowledge of peony culture and digital communication skills, including content planning, technical development, and operation management.^[6] By strengthening education and training and practical exercises, the overall quality and innovation capability of the talent team can be improved, providing a strong guarantee for the sustainable development of digital communication of peony culture.

4.5. Create Cultural “IP” and Deeply Explore Cultural Potential

Peony culture has distinctive cultural characteristics and value significance, and efforts can be focused on designing unique cultural products such as special figurines, cultural and creative products, and signature flower drinks (milk tea, etc.) to deeply explore the cultural potential of peonies and closely integrate the flowers with daily life.

In summary, the strategies and suggestions for digital communication of peony culture should revolve around content innovation, channel expansion, technical application, and talent cultivation. By implementing these strategies and suggestions, the quality and effect of digital communication of peony culture can be further improved, promoting new vitality in modern society for the peony culture.

5. Conclusions

The digital communication of peony culture stands at the intersection of tradition and modernity, offering an unprecedented opportunity to globalize this rich cultural heritage. By harnessing the power of digital platforms, peony culture can transcend geographical boundaries, enabling a broader audience to appreciate its profound historical roots and contemporary significance. The digital realm not only facilitates the dissemination of peony culture but also enhances its interaction and engagement with diverse audiences, fostering a deeper connection and appreciation for this emblematic flower of Chinese culture.

Despite the promise of digital communication, several challenges remain. The homogenization of content, limited technological advancements, and restricted international reach highlight the need for innovative strategies. Effective integration of advanced technologies such as VR and AR, coupled with a robust network of international channels, can significantly enhance the impact of digital communication efforts. Additionally, it is essential to address cultural differences to ensure the global acceptance and recognition of peony culture.

In moving forward, a multifaceted approach is required to enhance the digital communication of peony culture. This includes content innovation that reflects both traditional values and modern aesthetics, expansion of communication channels to reach a global audience, and the application of cutting-edge technologies to improve user experience. Cultivating professional talent specialized in digital communication and peony culture will further ensure the sustainable development of these efforts. Through these strategies, peony culture can achieve a harmonious blend of cultural value and economic benefit, contributing to its enduring legacy and global presence.

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