

Visual Reshaping and Artistic Innovative Expression of Traditional Image Narration of Ethnic Minorities under Digital Media

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Abstract: *The traditional image narrative of ethnic minorities, as an important part of ethnic group culture, carries rich historical memories, religious beliefs, social customs and aesthetic concepts. They are not only the treasures of ethnic group culture, but also the source of artistic creation. In the digital era, the vigorous development of digital technology provides a new possibility for the inheritance and innovation of the traditional image narrative of ethnic minorities. The purpose of this paper is to probe into the visual transformation and artistic expression of minority traditional image narrative in the digital age, analyze the cultural, social and artistic motivation behind it, and reveal the influence of digital technology on ethnic minority traditional image narration, and put forward how to better inherit and innovate the strategy of ethnic minority traditional image narrative in the digital age.*

Keywords: *Ethnic minority; Traditional image narrative; Digital age; Visual transformation; Artistic expression*

1. Introduction

In the current era of rapid development of globalization and digitization, the traditional form of visual culture is facing unprecedented challenges and opportunities. As a visual art form, folk image narrative can be traced back to ancient times. From rock paintings and murals in primitive society to stone carvings and wood carvings in feudal society, to modern New year paintings, paper-cut and embroidery, these images convey folk wisdom and emotion with vivid pictures and symbolic narration^[1]. With the popularization and development of digital technology, ethnic minority folk image narrative, as an important form of artistic expression carrying rich historical memories, religious beliefs, social customs and aesthetic concepts, is undergoing a profound transformation. The rise of digital media provides a new possibility for the visual reshaping and artistic innovative expression of ethnic minority traditional image narration. Through the application of digital technology, the traditional image narrative can be presented to the public in a more dynamic and intuitive way, making it coruscate new vitality in modern society. This visual remodeling is not only limited to the digital processing of the image itself, but also includes the innovation of narrative structure and means of expression^[2]. Therefore, to explore the visual reshaping and artistic innovation of ethnic minority folk image narration under digital media is not only of important academic value, but also of great significance to promote the inheritance and development of ethnic culture and promote cultural diversity. Recently, some scholars have found in the study of traditional schema digital image narrative that the interdisciplinary research on the narrative function of traditional schema and digital technology is gradually increasing. The way and method of creative transformation of traditional schema narrative function enabled by the development of digital technology has gradually attracted the attention of academic circles^[2]. In view of this, this paper will deeply analyze the visual transformation and artistic expression of ethnic minority folk image narration in digital era from many dimensions, such as culture, society, art and so on. With a view to providing useful reference and enlightenment for research and practice in related fields.

2. Cultural Connotation and Artistic Characteristics of Ethnic Minority Folk Image Narration

2.1. Cultural Connotation

Ethnic minority folk image narration is often closely related to ethnic history, myths and legends, and is an important carrier of ethnic culture. These image narratives not only record the important historical events such as ethnic migration, war and celebration, but also reflect the nation's unique understanding of nature, universe and life. For example, the She ethnic group's embroidery patterns often appear natural elements such as butterflies and flowers, implying the harmony between life and nature, while Tibetan Tang ka painting shows the cosmology and spiritual realm of Tibetan Buddhism through a complex image system.

2.2. Artistic Characteristics

The folk image narration of ethnic minorities shows distinct regional and ethnic characteristics in terms of artistic expression. The image narration of different ethnic groups has its own characteristics in the aspects of color application, composition layout, line performance and so on. For example, the lacquer pattern of the Yi ethnic group is bright in color and strong in contrast, and the composition is full and full of tension; the brocade pattern of the Yao ethnic group is famous for its delicate lines and rich layers. In addition, the folk image narration of ethnic minority is often symbolic and metaphorical, conveying deep cultural implications and values through images.

3. The Artistic Expression of Ethnic Minority Folk Image Narration in the Digital Age

3.1. The Expansion and Innovation of Artistic Language

3.1.1. Integration and Application of Digital Technology

In the digital age, the artistic language of ethnic minority folk image narration has been greatly expanded and innovated. Digital technology provides artists with more creative tools and techniques, enabling them to express their ideas and feelings in an unprecedented way. For example, some artists have used digital synthesis technology to combine traditional images with modern elements to create works with a unique style. At the same time, digital technology also provides more experimental space for artists, and they are free to explore new art forms and means of expression.

3.1.2. The Blending and Collision of Tradition and Modernity

In the digital age, the artistic expression of folk image narration about ethnic minority also presents the characteristics of blending and collision between traditional and modern. On the one hand, artists strive to retain the essence and characteristics of traditional image narrative in their creation, so that the works can inherit and carry forward folk culture and aesthetic concepts. On the other hand, they actively learn from the ideas and techniques of modern art to increase new vitality and connotation into the traditional image narrative. This blending and collision not only enriches the artistic expression of ethnic minority folk image narration, but also provides more possibilities for its inheritance and innovation in the digital age. For example, "Miao Silver Jewelry" is a digital painting with silver ornaments of Miao ethnic group as the theme. The artist used digital painting software to delineate the delicate texture and unique shape of silver ornaments of Miao ethnic group. By adjusting the color and light and shadow effect, the picture not only retained the simplicity and elegance of the traditional silver ornaments of Miao ethnic group, but also presented a sense of modernity and fashion. The application provides a new way of thinking for the inheritance and development of traditional handicrafts.

3.2. The diversification and individuation of artistic style

3.2.1. Diversified Artistic Styles

In the digital age, the artistic style of folk image narration about ethnic minority presents diversified characteristics. Due to the extensive use of digital technology and the continuous exploration of artists, folk image narrative is no longer limited to the traditional style and form. On the contrary, it begins to show a diversified and cross-boundary trend, covering a variety of artistic styles from realism to abstraction, from graphic design to three-dimensional design. This diversified artistic style not only

meets the aesthetic needs of different viewers, but also provides a broader space for the innovation and development of minority folk image narrative.

3.2.2. Personalized Artistic Expression

The digital age also provides a personalized artistic expression platform for ethnic minority folk image narration. Artists can use digital technology to freely express their ideas and feelings and create works with unique style and personality. These works not only reflect the artists' personal aesthetic and creative ideas, but also reflect their unique understanding and interpretation of ethnic minority folk image narration. Personalized artistic expression makes the folk image narration of ethnic minority more vivid and interesting in the digital age, and also wins them more attention and recognition.

3.3. The Reshaping and Promotion of Artistic Value

3.3.1. The Inheritance and Promotion of Cultural Value

As an important part of ethnic cultural heritage, ethnic minority folk image narrative carries rich history and cultural connotations. In the digital age, the cultural value of ethnic minority folk image narrative has been further promoted and promoted through the inheritance and dissemination of digital means. Digital technology enables these cultural images to transcend the limitations of time and space and be understood and appreciated by more people. At the same time, the digital platform also provides more opportunities and possibilities for the cultural exchange of ethnic minority folk image narration, and promotes the dialogue and integration between different ethnic groups. For example, "Tibetan Thangka" is a virtual reality work based on Tibetan Thangka painting. Through virtual reality technology, this work brings the audience into a three-dimensional Thangka painting world. The audience can walk freely in the virtual space, watch the details and composition of Thangka up close, and feel the solemnity and mystery of Tibetan Buddhism. This work not only provides the audience with an unprecedented viewing experience, but also realizes the in-depth excavation and dissemination of Tibetan Thangka culture through the use of digital technology.

3.3.2. Innovation and Expansion of Aesthetic Value

The digital age has also brought innovation and expansion to the aesthetic value of ethnic minority folk image narration. On the one hand, digital technology makes the expressive force of images more rich and diverse, and artists can use digital means to create more unique and beautiful image effect. On the other hand, the audience in the digital age also has a more open and diverse aesthetic concept, and they appreciate those innovative and personalized works more. Therefore, the aesthetic value of image narration among ethnic minorities in the digital age has also been promoted and expanded accordingly. For example, "Yi Ethnic Group Torch Festival" is a digital animation work with the theme of the Yi ethnic group Torch Festival. The work vividly recreated the grand occasion of the Yi ethnic group Torch Festival through three-dimensional modeling and animation techniques. The scenes, characters and costumes in the animation strictly follow the traditional culture and aesthetic habits of the Yi ethnic group, without losing the sense of modernity and interest. This work not only makes the audience feel the excitement and jubilation of the Yi ethnic group Torch Festival visually, but also realizes the inheritance and innovation of Yi ethnic group culture through the use of digital technology.

3.3.3. The Embodiment and Enhancement of Social Value

Ethnic minority folk image narrative also reflects a more significant social value in the digital age. Through the numeral platform, ethnic minority folk image narrative can more widely participate in the discussion and dissemination of social topics, and become an important carrier to reflect social reality and transmit positive energy. For example, on the digital platform, the artist shows the integration of the She ethnic group people and the natural ecological environment through the image narrative of costume patterns, emphasizing the importance of harmonious symbiosis between man and nature. At the same time, the She ethnic group's traditional ecological view and production and life behavior are used to advocate the concept of environmental protection in modern society. Some artists have made use of the traditional concept of harmonious coexistence between ethnic minority and nature to create works that advocate environmental protection. Then, to enhance the public awareness of environmental protection through the wide dissemination of the digital platform, and promote the development of society to a greener and sustainable direction. Therefore, these works not only have artistic value, but also have important social value.

4. The Driving Force of the Narrative Transformation of Ethnic Minority Folk Images in the Digital Age

4.1. Cultural Motivation

In the tide of globalization, the culture of ethnic minority is facing unprecedented challenges and opportunities. On the one hand, globalization has brought about cultural exchanges and integration, which makes ethnic minority cultures have the opportunity to go out of regional restrictions and engage in dialogue with a wider range of cultural groups. On the other hand, globalization also brings the risk of cultural homogenization, which gradually weakens the cultural characteristics of ethnic minority and even faces the danger of disappearing. The rise of digital new media art provides a new opportunity for the protection and inheritance of ethnic minority culture. Through digital means, the folk image narration of ethnic minority can be recorded, sorted out and disseminated, so that these precious cultural heritages can be permanently preserved in the digital world and widely spread through the Internet and other channels. Enhance people's understanding and respect for ethnic minority culture and promote cultural diversity and prosperity.

4.2. Social Motivation

The arrival of the digital age has completely changed people's reading habits and aesthetic needs. In the era of information explosion, image, as an intuitive and vivid information carrier, is more and more favored by people. Ethnic minority folk image narrative has become an indispensable part of contemporary culture because of its unique visual language and rich cultural connotations. Through the presentation of digital new media technology, these image narratives can be shown to the audience in a more diverse and interactive way, meeting the needs of modern society for pictorial and interactive information. At the same time, it also provides a broader platform and more possibilities for the spread of ethnic minority culture, so that ethnic minority culture can better integrate into modern society and become a bridge to connect different cultural groups.

4.3. Artistic Motivation

The development of digital new media art has brought unprecedented innovation space for the visual performance of ethnic minority folk tales. Artists use advanced digital technology, such as animation, virtual reality, interactive media and so on, to reinterpret and present ethnic minority folktales. These new art forms not only enrich the forms of expression of traditional culture, but also make ethnic minority folk tales more vivid, intuitive and infectious in front of the audience. It also expands the influence and communication channels of these stories in contemporary society. Through the presentation of digital new media art, ethnic minority folk tales can transcend the limitations of time and space and resonate with a wider audience, so as to promote the inheritance and development of ethnic minority culture.

To sum up, the cultural, social and artistic driving force of the narrative transformation of ethnic minority folk images in the digital age is multifaceted and comprehensive. These driving forces work together in the transformation process of ethnic minority folk image narrative, promote them to constantly adapt to the changes and development of the times, and increase new vitality into the inheritance and innovation of ethnic minority culture.

5. The Influence of Digital Technology on the Traditional Image Narration of Ethnic Minority

5.1. Digital Creation and Expression

Digital technology provides new possibilities for the creation and expression of traditional image narration of ethnic minority. The application of digital painting, 3D modeling and animation technology can present richer and diversified visual effects and create a unique visual and sensory experience^[3]. At the same time, it enables artists to break through the limitations of traditional materials and technology and create a more rich and diverse image narrative. For example, artists use digital painting software to simulate the texture and color of traditional embroidery to create works of art with both traditional charm and modern feeling, or through three-dimensional modeling technology to transform the myths and legends of ethnic minority into three-dimensional virtual scenes to provide the audience with immersive viewing experience.

5.2. Digital Preservation and Dissemination

It is full of vitality, and digital technology provides unprecedented convenience for the preservation and dissemination of minority traditional image narration. On the one hand, through high-resolution scanning, digital photography and other technologies, the traditional image narrative can be transformed into a digital format to achieve its long-term preservation and dissemination in the digital age, so as to protect and inherit the cultural heritage^[4]. On the other hand, with the establishment of digital museums, online exhibitions and other platforms, visitors around the world can easily appreciate the traditional image narration of ethnic minority and promote the exchange and dissemination of ethnic culture.

6. Strategies for Inheriting and Innovating the Traditional Image Narration of Ethnic Minority in the Digital Era

6.1. Balance between Technology Renewal and Inheritance and Protection

In the digital age, the updating and iterative speed of technology is very fast, which brings new challenges to the inheritance and protection of traditional image narrative. On the one hand, the emergence of new technology provides more possibilities for the innovation and development of ethnic minority traditional image narrative. On the other hand, the rapid change of technology makes the creation and expression of image narrative constantly updated, which leads to the gradual loss of some traditional image narrative. Therefore, artists need to constantly learn and master new technologies in order to adapt to the changes of the digital age, innovate on the basis of inheritance, and explore artistic expressions with the characteristics of the era and ethnic characteristics.

6.2. The Integration of Cultural Authenticity and Innovation

The traditional image narration of ethnic minorities is an important part of the ethnic group cultural heritage, and its cultural authenticity is very important. However, in the digital age, in order to attract more audiences and adapt to the new aesthetic needs, some traditional image narrative works of a small number of ethnic group may be over-commercialized or lose their original cultural connotations in the process of innovation. At the same time, digital technology may bring about changes in image style and dilution of cultural implications. Therefore, the relationship between technology and culture needs to be handled carefully. In the process of the application of digital technology, the protection of the authenticity of ethnic minority traditional image narrative culture, should be strengthened through the establishment of digital archives, the establishment of technical standards and other ways to ensure the authenticity and integrity of image narrative in the process of digitization. At the same time, artists should improve their cultural and aesthetic ability to ensure that they can respect and inherit the cultural traditions of ethnic minority in the process of creation.

6.3. The Interaction between Digital Platform and Audience Participation

The digital platform not only provides a broader space for the spread of traditional image narrative of ethnic minority, but also provides more possibilities for audience participation. However, how to effectively use the digital platform to interact with the audience and enhance the audience's sense of participation and belonging is also a challenge for the traditional image narrative of ethnic minorities in the digital era. Therefore, first of all, artists need to actively use the digital platform to communicate with the audience to understand their needs and feedback; what's more, they also need to design interesting interactive links or activities to attract more audiences to participate in the creation and dissemination of minority traditional image narration. Communication platform should broaden the communication channels of traditional image narration of ethnic minorities. The wide dissemination and interaction of image narrative can be realized through the establishment of digital museums, online exhibitions, social media and other channels. Furthermore, the planning and editing of communication content should be strengthened to improve the effect and influence of communication.

6.4. Interdisciplinary Cooperation and Pluralistic Development

In the digital age, cooperation and exchanges should be strengthened interdisciplinary to promote integration and innovation in the fields of art, science technology, and culture, and explore more

diversified forms of artistic expression. Nowadays, interdisciplinary cooperation has become an important way to promote the innovative development of folk image narrative of a small number of ethnic groups. Through the cooperation with other disciplines such as computer science, artificial intelligence and media science, we can bring more innovative ideas and techniques for minority folk image narration. At the same time, pluralistic development is also an important trend of traditional image narration of ethnic minorities in the digital era. In addition to the traditional image form, artists can also try to combine the minority traditional image narrative with music, dance and other artistic forms to create more colorful works of art.

7. Conclusion

The visual transformation and artistic expression of traditional image narration about ethnic minority in the digital age is a complex and pluralistic process, which is influenced and promoted by cultural, social, artistic and other factors. As an important part of ethnic culture, traditional image narrative of ethnic minority is facing new opportunities and challenges in the digital age. Through the application of digital technology, people can realize the visual transformation of image narrative and the innovation and development of artistic expression. However, in the pursuit of technological innovation, the awareness of the protection of cultural authenticity and cultural inheritance should also be strengthened. Only in this way can the traditional image narration of ethnic minority glow with more splendor in the digital age. Not yet, with the continuous progress of digital technology and the in-depth exchange of ethnic group culture, the traditional image narrative of ethnic minority will continue to coruscate new vigor and vitality in terms of visual transformation and artistic expression.

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