Research on the Communication of Sichuan Red Culture under the Background of New Media

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Abstract: Sichuan Province has abundant red culture resources with great historical value and political education value. In order to protect and develop Sichuan's red culture, Sichuan Province has made corresponding countermeasures. As an important communication medium at present, new media is of great significance to the communication of Sichuan's red culture. Taking the development status of Sichuan Red Culture as the research object, this paper explores the accessibility and feasibility of using new media technology for protection, development and communication, and probes into the development direction and strategies of Sichuan's red culture, in order to enhance national cultural self-confidence and national cohesion.

Keywords: New media; Sichuan; red culture; communication

1. Introduction

Culture is the soul and foundation of a nation. Red culture refers to a culture with profound connotation and extensive influence formed by the Communist Party of China in the process of leading China's revolution and construction. Red culture is an important part of Chinese traditional culture and a precious spiritual wealth. The dissemination of red culture refers to the transmission of its essence to the public through various means, so that more people can understand and comprehend this culture. Sichuan Province has abundant red culture resources which are of great value in enhancing the patriotic feelings and national pride of people and promoting the inheritance and promotion of socialist core values. Therefore, Sichuan red resources need to be protected, inherited and developed, providing spiritual support for the majority of the Chinese people. With the continuous development of new media technology and platforms, the ways and forms of communication of Sichuan's red culture can also be expanded according to the needs of users and technological development in the new era. With the in-depth development of media integration, the communication of red culture in the new era needs to strengthen the construction of the all-media communication system and shape a new pattern to innovate and develop, to realize the wider and deeper communication and development.

2. The Current Development Status of Sichuan Red Culture

The Sichuan Provincial Government has carried out effective inheritance, protection and development of Sichuan's red culture by promulgating and implementing relevant plans and regulations, supporting the development of related cultural industries, establishing information resource libraries, etc. At the same time, the communication and development of Sichuan's red culture still faces huge challenges in terms of communication methods and expression forms.

2.1 Achievements in protecting and developing Sichuan's red cultural resources

In 2017, the General Office of the CPC Central Committee and the General Office of the State Council successively issued the *Opinions on Implementing the Project of Inheriting and Developing Fine Traditional Chinese Culture* and the *Opinions on Implementing the Revolution Cultural Relics Protection and Utilization Project (2018-2022)* and other relevant documents on the protection and inheritance of red culture. Sichuan Province actively responded to the central government's documents and quickly organized experts and scholars from disciplines such as history, communication, and computer information science to systematically and comprehensively sort out the red resources of Sichuan Province.

By the end of 2021, nearly 2.5 million high-quality digital materials had been obtained, laying a solid foundation for the later restoration of red resources.

On October 28, 2021, Dazhou City held a press conference on the promulgation and implementation of the *Regulations on the Protection and Utilization of Red Culture Sites in Dazhou*, which came into effect on November 1 of the same year. The regulations consist of 5 chapters and 35 articles, including general principles, protection and management, rational utilization, legal liability, and supplementary provisions. Li Mei, deputy director of the Standing Committee of the Dazhou Municipal People's Congress, said that promoting the development of Dazhou's red tourism through legislation will facilitate the revitalization of Dazhou's old revolutionary base areas, serve and support the economic and social development of the whole city, and help carry forward the red gene and continue the red bloodline. According to the Dazhou Municipal Bureau of Culture, Sports and Tourism, by 2022, the number of tourists received by Dazhou's red tourism has exceeded 6 million, with a comprehensive income of 2.5 billion yuan.

On June 20, 2022, Sichuan Province began to implement the *Regulations on the Protection and Inheritance of Sichuan's Red Resources*. The regulations clearly require provincial, municipal and county-level propaganda, finance, culture, tourism and other departments to fully perform their duties and refine the protection of red resources. For example, Article 5 of the Regulations states that "Finance departments at or above the county level shall include funds for the protection and inheritance of red resources in the fiscal budget at their respective levels." The regulations also clearly define the criteria for identification of Sichuan's red cultural resources. The red resources to be identified must provide the application for identification, proof of ownership of immovable red resources, proof of the legitimacy of movable red resources, historical basis and relevant supporting materials to the competent department at the local county level. This ensures the authenticity of red resources and clarifies their historical origins, providing guidance for measures to protect red resources. In addition, the regulations require the establishment of provincial, municipal and county-level lists of red resources, which are published in a hierarchical manner, to integrate and comb Sichuan's red resources. The regulations support enterprises and creators to explain, publicize and develop Sichuan's red culture and resources through artistic creation, development of public cultural spaces, red tourism and research tours based on red cultural resources. The regulations mention that organizations and individuals who have made contributions to the protection and development of red cultural resources will be commended and rewarded to encourage the general public and organizations to protect red resources and carry out innovative development of red culture, injecting the power of the people into the inheritance and publicity of red culture.

On April 3, 2023, Sichuan Provincial Cultural Relics Bureau held a special meeting on standardizing the development of red tourism and the construction of cultural relics protection and utilization projects in Chengdu, interpreting the *Guidelines for Thematic Exhibitions of Revolutionary Cultural Relics (Trial)* issued by the National Cultural Relics Bureau and the *Negative List for Exhibition of Revolutionary Cultural Relics* released by Sichuan Provincial Cultural Relics Bureau, and promoting the free opening of revolutionary museums and memorial halls, the management of cultural relics from the War of Resistance Against Japanese Aggression, and the protection and utilization of cultural relics from the Long March.

As of April 2023, *The Sichuan Provincial Red Resources Protection List (the first Batch)* issued by Sichuan Province has included 136 red resources in the province, including 40 important sites, memorial facilities and sites such as the Martyrs' Cemetery in Chengdu, as well as 96 important archives, literature, manuscripts, audio-visual materials and physical objects such as the "Lithographic Plate of the 1935 Revolution Banknote" [1]. The establishment of the list of protected red resources provides specific directions for the protection of Sichuan's red cultural resources. The 136 red resources included in it are classified by nature, grade and region, which not only provides guidance for the government's protection work, but also provides authoritative basis for the general public to understand Sichuan's red cultural resources.

On May 25, 2023, the 3rd Sichuan Red Culture Achievement Exhibition was officially launched in the permanent exhibition hall on the first floor of Wenchuang County, Sichuan. More than 60 sets of excellent red culture creative works on display were selected from the 3rd Sichuan Red Culture Competition, representing the development achievements of Sichuan's red culture in recent years. Many creative products are full of innovation, harmoniously integrating red culture into products. For example, the fashionable "color-changing book lamp" themed on the Ba Mountain Guerrilla Unit and the "Tongchuan's gift: great sword calendar" themed on Tongchuan Red Culture. Most of them are practical and living products that integrate the red spirit into modern life, which are closer to market and modern life needs. They have been gradually sold in local museums, scenic spots or featured shopping places,

and have become characteristic souvenirs, business gifts and publicity gifts for cities and regions, allowing the public to understand Sichuan's red culture through consumption, providing new ideas for the continuation and development of red culture.

2.2 Communication technologies and means adopted

2.2.1 Refining and coordinating protection work through issuing documents

As mentioned in the *Regulations on the Protection and Inheritance of Red Resources in Sichuan Province*, the *List of Protected Red Resources in Sichuan Province*, and the *Regulations on the Protection and Utilization of Red Culture Sites in Dazhou*, in order to protect cultural relics, Chengdu revised the *Regulations on the Protection and Administration of Cultural Relics in Chengdu*, clearly stating that revolutionary cultural relics in various forms are protected by the state. The *Work Plan for the Protection and Utilization of Revolutionary Cultural Relics in Chengdu* issued by Chengdu deployed and launched 5 key projects including "Protection, Display and Utilization of Cultural Relics with the Theme of Xinhai Revolution" and "Protection, Display and Utilization of Cultural Relics of Early CPC Organizations and Red Army Activities in Western Sichuan". In addition, Chengdu also formulated the *Implementation Plan for Inheriting, Promoting , Protecting and Utilizing Red Resources in Chengdu* and the *System of Chengdu Red Resource Protection and Utilization Joint Conference*, and jointly carried out revolutionary cultural relics work with more than 20 municipal departments.

2.2.2 Publicizing Sichuan's red cultural resources through literary and artistic works

Chengdu cooperated with the local Peking Opera Research Institute to create *Micro Light*, the first immersive theatrical drama with the theme of "Party building + revolution" nationwide, with the story line of Strive Restaurant, a municipal cultural relic protection unit, delivered revolutionary martyr Zhang Luping and other revolutionary comrades to Yan'an as the main line. Nanjiang County, Bazhong City, Sichuan Province produced a number of red literary and artistic works such as *The Ba Mountain Female Red Army* and *The Red Wandering in Bashan*. *The Ba Mountain Female Red Army* depicts the glorious history of the independent regiment of women of the Fourth Front Army of the Chinese Workers' and Peasants' Red Army in the Sichuan-Shaanxi revolutionary base area, showing an armed women's group that pushed the women's liberation movement to its peak; *The Red Wandering in Bashan* is based on real materials about the battles of the Chinese Workers' and Peasants' Red Army in the Greater Ba Mountain area. It tells the story of a revolutionary team - the Ba Mountain Guerrilla Unit which stayed behind enemy lines after the Fourth Front Army went north. Under the leadership of the battalion commander, he stuck to the rear, actively making contact with the CPC Central Committee while continuing to adhere to the story of guerrilla warfare behind the enemy lines.

2.2.3 Restoring, protecting and publicizing red resources through digital technologies

Combining cultural relics protection and restoration technologies at home and abroad, Sichuan has adopted image processing, audio processing, VR and other technologies to address issues such as blurring, aging, mildew, and loss of digital information, and has achieved good restoration results through color processing of scans, high-definition images, image reconstruction, scratch restoration, sound patching, high-definition audio, sound and image synthesis, three-dimensional digital model construction and other measures. In 2011, Sichuan issued the *Reply on the Feasibility Study Report on the Wenchuan Earthquake Site Digitalization Project and Earthquake Cultural Relics Collection Project*, starting the work of digitally collecting and protecting cultural relics from the Wenchuan earthquake ruins [2]. As of 2022, through the use of technologies such as 3D models of ruins, digital photos, digital videos, three-dimensional scanning data sources, and vector electronic maps, nearly 2,000 digital information has been collected. As of August 16, 2023, on the short video platform Douyin, 114 videos related to "red" have been posted by Sichuan Daily, Sichuan Release, Sichuan Culture and Tourism, Sichuan Communist Youth League, Rule of Law in Sichuan, and Sichuan People's Congress.

2.3 Deficiencies and difficulties faced by Sichuan red culture in the process of communication and development

2.3.1 Current deficiencies

2.3.1.1 Single communication form

The digital communication forms of Sichuan's red resources are mainly movies and dramas, with high-end artistic forms, profound themes, and abstruse expressive techniques, with the audience group

mainly concentrated among young, middle-aged and old people. However, such forms of expression are difficult to meet the needs for red education of young children and adolescents. For young children and adolescents who lack knowledge reserves and social experience, anime with straightforward expressions and interesting language can better stimulate their desire to understand and learn [3]. At present, there is an urgent need to fill the gap in communication forms aimed at young children and adolescents as the main audience.

In addition to digital communication methods, Sichuan's offline communication methods for red resources are also relatively single. Taking red tourism as an example, many local red scenic spots can only develop traditional tourism due to inadequate infrastructure, lack of talent, and weak cross-regional interaction, unable to transform immovable red resources into online sharable resources, improve the static display methods through the application of digital technologies, or link up with other red resources in the province to derive complete red tourism routes.

2.3.1.2 Lack of content innovation

The communication content of red resources lacks public feedback, and much of the content is similar or even repetitive, resulting in the public losing interest and aesthetic fatigue, greatly reducing the communication effect. For example, the explanatory content of themes such as "Forcing Crossing of the Dadu River" and "Seizing the Luding Bridge" on short video platforms is almost indistinguishable. Although there are many such videos, viewers cannot get new information from multiple videos, resulting in low communication efficiency.

2.3.2 Difficulties

2.3.2.1 Inadequate infrastructure

The lack of infrastructure can lead to poor quality of rapid transportation services, poor accessibility and penetration of cultural tourism spots, insufficient supporting services, and other issues, thus reducing the communication efficiency of offline red resources. For example, Xuyong County is about 40 kilometers away from the nearest high-speed rail station Xingwen Station of the Chengdu-Guiyang High-speed Railway, so the transfer is inconvenient and time-consuming. The public roads connecting the red tourism resources, spots and attractions are mostly third-class roads or below, and some sections cannot allow two-way passage of tourist coaches, there is a lack of effective connecting passages between red attractions and scenic spots. There are few supporting facilities along the passages, and there are deficiencies in supporting infrastructure such as food, housing, transportation, travel, shopping, and entertainment, as well as tourist information and tourism signage guidance systems [4]. Such lagging infrastructure will greatly affect the tourism experience of visitors and hinder the communication and development of red resources.

2.3.2.2 Lack of professional talents

Red culture has a strong political nature. Red culture research and management talents are lacking, hard to recruit, retain and grow. The development of red tourism relies on red culture research talents. The lack of relevant talents will hinder the public from fully understanding the historical background and cause the benefits of red tourism to be one-sided. There is only 1 person engaged in red culture research in Xuyong County, only 8 professional cultural relics protection personnel, and only 7 red lecturers.

3. Feasibility of Using New Media to Communicate Sichuan Red Culture

3.1 Characteristics of new media communication

New media refers to new forms of media that emerge based on new technical support systems. Using digital technologies, new media provides information and services to users through computer networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, mobile phones, and digital TVs. Supported by digital compression and wireless networking technologies, new media can realize globalized media by transcending geographical boundaries with its large capacity, real-time capabilities, and interactivity [5]. New media has the characteristics of full digitalization, interactivity, and personalization.

3.1.1 The audience scope of new media

The audience scope of new media is much wider than offline communication. New media breaks through spatial limitations and can provide undifferentiated information resources for all age groups and

education levels. New media has gained a large number of users thanks to its increasingly convenient operation and increasingly rich information resources. As a free application that provides instant messaging services, WeChat has become the mobile instant messaging software with the largest user base in Asia, not only supporting free information sending across communication operators and system platforms, but also providing plugins for information sharing such as "Official Accounts" and "Video Accounts".

3.1.2 The communication forms of new media

The communication forms of new media are very diverse, including text, images, videos and more. It is specific manifested as email, virtual communities, blogs, etc. Currently the most popular apps in mobile app stores include: Kuaishou, Jinri Toutiao, Baidu Browser, Youku Video, Douyin, iQiyi, QQ Music, NetEase Cloud Music, etc. As carriers of new media communication, these apps have considerable influence among the people. Douyin and its overseas version TikTok have repeatedly become the champions of global non-game app downloads, demonstrating the huge user base of short video platforms led by Douyin. Under the increasingly mature big data environment, the communication behaviors of new media have become more personalized. Various apps accurately grasp user preferences through big data calculations, and make recommendations on the home page for users. This form of communication is undoubtedly hugely attractive to users. Promoting culture through new media will surely bring tremendous benefits.

3.2 The role of new media in spreading Sichuan red culture

3.2.1 New media technologies facilitate the widespread dissemination of red culture

The development of new media technologies can bring qualitative leaps to the dissemination of red culture [6]. In the past, the public could only learn about red culture through traditional ways such as visiting venues, watching movies or documentaries, and listening to tour guide explanations. These traditional means of communication have certain requirements on people's time and space, and the probability of red culture appearing in public view is relatively small. However, the spread through new media technologies such as short videos can largely break the restrictions of time and space. First of all, new media is more popular with a larger audience, so more people will be exposed to Sichuan's red culture by leveraging new media. Secondly, new media has short dissemination time and high frequency. The public can quickly browse relevant graphic, textual and short video content about red culture through platforms like Weibo and Douyin during fragmented time, so as to learn about Sichuan's red culture.

3.2.2 New media technologies help restore the authenticity of history

Before the development of new media technologies, the inheritance of red culture relied mostly on historical materials and word of mouth, which could not guarantee the authenticity and accuracy of historical events. Modern new media technologies can help restore old photos, voices of characters, etc., so that people can more clearly feel the living conditions of the people during the war. Using new media technologies for situational recreation can also enable people to better appreciate the red spirit that emerged in different historical periods and stages, enhancing their sense of history and mission.

4. New media channels for spreading Sichuan red culture

4.1 Short videos

Short videos are characterized by low production barriers, strong participation, fragmented entertainment, infectiousness, fast spread, and strong social attributes. As of December 2020, the number of short video users in China reached 873 million, accounting for 88.3% of the total online population. It can be seen that short videos have huge potential in both creation and exposure. Spreading red culture through short videos not only requires Sichuan's official accounts to produce high-quality promotional videos, but also stimulate the interest of the public to create, making full use of the "low threshold of creation and strong participation" features of short videos, so that red culture can become more ingrained and seen by more people. For example, universities can be engaged to carry out various red culture events on campus, encouraging college students to gain an in-depth understanding of Sichuan's red culture and produce short videos for promotion, and commend and reward students with good communication effects [7]. The content types of short videos can be divided into short documentaries, internet celebrity IP types, situational short dramas, street interviews, and creative editing. Creators can produce short documentaries and edit videos based on existing films, documentaries and other related materials.

Internet celebrities with high traffic can also leverage their influence to create internet celebrity IP-type videos related to red culture and life, such as the urban costume change video series of "Bottom Spicy Boy" and the costume change videos of various culture and tourism bureau directors. This type of video is visually shocking and meaningful, allowing viewers to understand local culture in a short time. The dissemination of red culture can draw on this approach. Creators with strong acting skills, eloquence and literary talent can create situational short dramas related to Sichuan red culture. Creators can also ask questions about Sichuan red culture and conduct street interviews with passers-by, which can both popularize red knowledge among the public and understand people's current cognition of red culture.

4.2 Films and TV shows

There is still a big gap in films and TV shows about Sichuan red culture, especially high-quality ones with high traffic. As an art form appreciated by both refined and popular tastes, the influence of films and TV cannot be underestimated. Sichuan should seize this important means of communication and cooperate with all parties to produce exquisite and profound audiovisual works. For example, the film *The Ba Mountain Female Red Army* released in 2015, the digital animation *In Memory of Kuang Ji-xun: The 90th Anniversary of the Pengxi Uprising* launched in 2019, and the digital animation *Inheriting the Revolutionary Gene and Carrying Forward Red Culture* released in July 2021. When producing films and TV shows related to Sichuan red culture, screenwriters and producers should treat historical events rigorously, ensure that the scenes and character styles match the era background, and excavate the core of the Sichuan red spirit and make the best use of less well-known historical events to effectively publicize red resources.

4.3 Literary works

Literary forms include novels, essays, poems, reportage literature, scripts, folklore, fables, diary novels, unofficial history, fairy tales, couplets, aphorisms, rhapsodies, parallel prose, short sketches, literary criticism, film scripts, etc. There are diverse forms of literature, and various forms should be utilized to promote Sichuan red culture. For example, novels can reflect the social environment through character depictions. Novel creation with Sichuan red culture as the theme can satisfy the characterization of revolutionary predecessors and describe the red historical background at the same time. Moreover, novels have plot lines, and using red backgrounds as creative themes with ups and downs plots can draw readers in and arouse their interest in reading, while imprinting Sichuan red culture in their minds. Well-known red novels like *Red Rock*, *The Bright Sword*, and *The Railway Guerrilla Team* are cases in point. Creators should make full use of new media platforms such as Qidian Literature and Jinjiang Literature City to expand readership and increase exposure, thereby spreading Sichuan red culture more extensively. Sichuan official departments should also encourage and protect creators, review related works, and publicize good works online.

4.4 Songs

Songs are one of the smallest, shortest and earliest formed musical art forms with the greatest influence. They allow listeners to obtain emotional information in a short time. There is still a big gap in songs about Sichuan red culture, and few can satisfy the public aesthetically while being meaningful in red content. The song *Flowing Creek 1952* released on July 30, 2022, composed and written by Pharaoh with performed by Pharaoh and Gong Linna, received rave reviews upon release. This song is an adaptation of the Yunnan folk song *Flowing Creek*, with rap added to the song, and lyrics changed to content about resisting the U.S. and aiding Korea, achieving the integration of pop songs and red culture to the greatest extent possible, and is hugely popular, effectively publicizing the red historical event of "resisting the U.S. and aiding Korea". It also provides ideas for the creation of songs on Sichuan red culture. Sichuan red culture songs can be created in styles such as folk, pop, rock and roll, blues, folk songs, rap, etc. Well-known songs among the public can be adapted and the basic public awareness leveraged to increase the influence of the songs.

4.5 Live streaming

With the rise of the Internet, more and more websites are integrating live streaming programs to maximize the viewing needs of the audience. For example, the short video platform Douyin with daily active users exceeding 800 million has live streaming functions, with the highest number of live viewers exceeding 350 million. This demonstrates the huge potential of live streaming for disseminating Sichuan

red culture. Sichuan official accounts and individual users can open special columns on Sichuan red culture and invite experts and scholars to explain red culture, and invite celebrities and internet celebrities to increase exposure. In addition to red culture lectures, the live streaming room can also sell Sichuan red cultural and creative products, allowing the audience to gain more tangible experience of Sichuan red culture while generating economic income and making economic contributions to the development of red culture.

5. Conclusion

In today's world of cultural integration, cultural self-confidence has become a major issue for the Chinese people. Sichuan's rich red culture has an important historical mission in inspiring national cohesion and national self-confidence.

With the efforts of all sectors of society, the development of Sichuan red culture has achieved certain results, but the road ahead remains long and difficulties in development still exist. To solve the current development dilemma, innovating the dissemination methods of Sichuan red culture has become imperative. With the continuous advancement of new media technologies, new ways have emerged for the inheritance and development of Sichuan red culture. Leveraging new media's advanced digital information technologies and diverse interactive communication forms can greatly restore and develop Sichuan's red resources, and conduct efficient promotion through diverse approaches and platforms.

In today's ever-changing information technology environment, Sichuan red culture needs to keep up with the times and align with the development direction of the times, to inherit and develop excellent traditional Chinese culture and carry forward the red spirit.

Acknowledgments

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