

The characteristic implication and style change of Jia Zhangke's film aesthetics

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Abstract: *With the rapid development of science and technology, artificial intelligence technology is used in many fields. Artificial intelligence technology can also be used in the production process of traditional culture audiovisual communication products, this paper explores in-depth under the empowerment of artificial intelligence to help fill the gap between the existence of traditional culture, enrich the effect of traditional culture dissemination, and promote the traditional culture to the sea. Based on this, this paper proposes the creation path of traditional culture audiovisual communication products empowered by artificial intelligence. It aims to contribute to the new vitality of traditional culture and high-quality communication.*

Keywords: *Artificial intelligence; Traditional culture; Audiovisual products*

1. Introduction

The innovative development of traditional culture aims to take traditional culture as the cornerstone, and use modern narrative and technology to carry out cultural dissemination, so as to achieve the innovative development of traditional culture. Audiovisual products use the visual and auditory senses to disseminate information and culture through video forms. The dissemination of traditional culture through audiovisual programmes can effectively improve the dissemination effect. In recent years, with the continuous development of artificial intelligence technology, artificial intelligence technology is widely used. Video production can also create audiovisual products with the help of artificial intelligence technology to achieve the innovative dissemination of traditional culture and achieve effective dissemination.

2. Artificial Intelligence and Cultural Communication Audiovisual Products

2.1. Status of development of cultural communication audiovisual products under artificial intelligence technology

With the development of modern technology, there have been tremendous achievements in the development of artificial intelligence technology. Generative art technologies such as Stable Diffusion and Midjourney can generate paintings by interpreting given instructions. Similarly, ChatGPT, a generative language model, through extensive text learning, is capable of understanding simple commands and generating corresponding text as per the instructions. Moreover, emerging AI technologies like AIGC mark another significant stride in the field of artificial intelligence. These technologies not only can recognize commands but also have the ability to produce videos in accordance with users' specific requirements.

The development of AI technology not only facilitates people's lives, but also further affects the way of cultural communication and the practice of cultural communication creation. Many AI short dramas and animated films produced by AI technology are constantly coming out of the circle, and many cultural variety shows, such as "China in the Non-Heritage", and large-scale documentaries, such as "The Story of Reading", use AI technology in the production of programmes to enrich the audio-visual effects of the programmes and enhance the audience's sense of view and interest. Artificial intelligence is influencing the dissemination and development of culture.

With the extreme development of social media platforms, the number of cultural communication audiovisual products is high, and problems such as homogenisation, poor production quality and shallow excavation have emerged.

2.2. Current status of development of artificial intelligence and cultural communication

There are many studies on the combination of artificial intelligence and cultural communication, with different research directions. Scholars Fan Chuanguo and Sun Ziping proposed to solve the dilemma of "hard to get in and hard to get out" of non-heritage through artificial intelligence in the process of traditional non-heritage culture dissemination, helping non-heritage culture dissemination and inheritance. Scholar He Shunzhi proposed the creative transformation and innovative development of Chinese outstanding virtues through artificial intelligence technology. However, there exists a research gap in integrating the production of audio-visual communication products of traditional culture with artificial intelligence.

3. Artificial Intelligence Fuelling the Dissemination of Traditional Culture

3.1. Artificial intelligence to fill the traditional cultural divide

Due to the long history of traditional culture, a large number of canonical books are presented in the form of literary texts, and because there are fewer pictures, when reading, the descendants not only inevitably have a biased understanding, but also have difficulty in accurately obtaining the purpose of the topic. At the same time, the reading and understanding of traditional culture in traditional media, such as canonical books and paintings, requires a certain degree of literary skill or artistic appreciation. This makes the dissemination of traditional culture through traditional media have a certain threshold, and there is a gap in the dissemination. However, as a Chinese treasure, traditional culture should be disseminated to audiences of different educational backgrounds and ages. Therefore, in order to further expand the dissemination of traditional culture, the production of communication products should achieve innovation in the dissemination of traditional culture.

While the text conveys information to us, it also brings us unlimited reverie, and the various scenes and imagery in the article make the readers full of curiosity. For example, in "Cao Xueqin and the Dream of the Red Chamber", the animation produced by combining AI technology makes the characters in the Dream of the Red Chamber vividly displayed. For example, in "The Eight Great Masters of Tang and Song", "Su Shi", as it is difficult to present the transcendent scene of Su Shi's night trip to the Red Cliff, the programme combines AI technology with other ingenious ways to show the "floating as if he was left alone and ascended to immortality" in the best possible way.

Artificial intelligence can effectively solve the above pain points. "Through the image recognition and processing technology of AI painting, the stories of traditional virtues can be presented in the form of more innovative comics and illustrations, making it easy for more young people to accept the traditional Chinese virtues and enabling them to personally participate in the creation process as the main body of the practice, thus feeding the creative transformation of the traditional Chinese virtues."^[1]By leveraging generative technology and integrating it with the text from canonical books, corresponding videos and pictures can be generated. This not only supplements the reading experience and satisfies one's curiosity but also further reveals the essence and purpose of the text. With the continuous development of AI-generated content technology, many traditional cultures have been created into a series of audiovisual programmes by virtue of the technology's efficient recognition and generation capabilities.

3.2. Artificial Intelligence Enriching Traditional Cultural Communication

Traditional culture is empowered by artificial intelligence, which extremely enriches the communication method and communication effect of traditional culture. A number of audiovisual programmes have appeared to enrich the effect of the programmes by using artificial intelligence and other technical means to attract audiences and expand the effect of traditional culture dissemination. Many cultural variety shows such as "The Patriarch's Biography - The Eight Greats of Tang and Song" enhance the communication effect in the visual aspect through artificial intelligence technology VR, XR and other virtual reality technologies to attract the audience.

The development of AIGC automatic generation technology of artificial intelligence makes the creation of communication products, namely, the presentation form more diverse and easier for the audience to understand. For example, the People's Daily launched "The Land is So Beautiful", which, by applying AIGC technology and integrating it with the actual shooting content, vividly and smoothly presents the magnificent beauty of the land. Also, Xinhua News Agency launched "Look at the Data,

Transparent Government 'Report Card', where a large amount of data is presented in a vivid form through artificial intelligence creation, making the "new achievements" easily understandable for the audience.

3.3. Artificial Intelligence Helps Traditional Culture Go to Sea

The emergence of artificial intelligence can transform the context through its own powerful arithmetic power and learning ability, helping to spread traditional culture overseas." In the context of the era of accelerated global cultural exchanges, artificial intelligence (AI), virtual reality (VR), augmented reality (AR) and other digital technologies are profoundly changing the production of communication content, injecting innovation and vitality into the international dissemination of Chinese culture, which not only significantly improves the efficiency and quality of content production, but also creates a new form of cultural experience, making the dissemination of Chinese culture more attractive and infectious" [2].

Due to the different contexts at home and abroad, the discourse systems and expressions are different, and the AI, through its own effective arithmetic and powerful learning ability, learns the different ways of expression of the audience at home and abroad, and through the transformation of the different forms of expression, it produces a narrative that is based on the oriental culture as the cornerstone, but also conforms to the understanding of the aesthetics of the audience at home and abroad, so as to facilitate the true understanding of the audience abroad and disseminate the real, confident China. This will make it easier for overseas audiences to truly understand and disseminate a true and confident image of China, and enhance the effect of dissemination. For example, the English version of "Running to the Moon" of the micro-skit "Chinese Myths", co-produced by the Audiovisual New Media Centre of the China Central Radio and Television (CCTV) and Tsinghua University, among others. Through "the classical beauty of the screen, Chang'e speaks fluent English, narrating to the audience through the screen her infinite longing for the earth and the beautiful love story between her and Hou Yi" [3]. For example, the 3D virtual man KOL Ling, a national style version made through AI technology, combines elements of Chinese non-legacy such as Peking Opera and oriental aesthetics, and demonstrates technological strength and cultural self-confidence while spreading overseas.

4. Practical Path of Artificial Intelligence Assisting Traditional Culture Dissemination

4.1. Ensuring the quality of cultural transmission

4.1.1. Ensuring the accuracy of cultural communication

Culture is the beauty of humanity, and cultural communication and exchange is key. Language is an important bearer of cultural exchange and communication, but artificial intelligence sometimes can't interpret human language well, especially when it comes to anticipation and other embodied emotions, its profound meaning and so on can't be fully captured by artificial intelligence. This requires that creators must strictly control the key information in the creative process to ensure the truthfulness and accuracy of cultural communication on the basis of their own subjectivity. Nowadays, artificial intelligence technology migrated to the production of cultural communication products, making the production of traditional cultural communication products in the enhancement of audio-visual effects, while reducing the difficulty of its production. Combined with the development of social media, a large number of communication products supplemented with "AI" have emerged frequently and spread on social media platforms. However, a number of works are of uneven quality and do not dig deep enough into the dissemination of traditional culture in the process of dissemination, resulting in poor dissemination results. Some communication products labelled as dissemination of culture use traditional culture as a gimmick to produce low-quality products. Not only that, many communication products have simple production techniques, and the characters drawn do not conform to the images in historical facts and canonical books, which has an impact on the communication effect..

4.1.2. Ensuring the depth of cultural transmission

In the transformation of Jia Zhangke's film aesthetic style, symbolic style is an important feature. In the early stage, he paid attention to the documentary records, and in the later stage, he paid attention to the surreal spiritual symbols. In his films, we can see the transformation of diverse cultures, such as the transformation of spatial symbols from county to city, the transformation of time coincidence from past, present and future, and the transformation of music elements selection. With these elements, Jia Zhangke better reflects the inner changes of characters and their thinking on culture. In his "Hometown trilogy",

Jia Zhangke uses audio-visual symbols to present us with a highly realistic aesthetic style. In movies, scenes such as dance halls and dilapidated factories have become the most prominent environmental symbols, which actually implies that under the rapid economic development, these contents are regarded as important symbols of marginalized people. In the "Still Life", he added some "virtual" elements to foil and express the theme; In the "24 City", the plot and characters are "true and fictional". Then in the "World" he added some animation to better express the mood of the characters. In this way, the unreal sense of the world is displayed. The director tries to separate the narrative subject from the realistic environment. In the "Mountains may depart", spiritual symbols are added to express thoughts on culture and emotion. These changes in symbols are an important reflection of Jia Zhangke's style changes in film creation.

4.1.3. Access and fulfilment: ensuring the accuracy of cultural transmission

"Use and gratification" is the basic assumption made by Elihu Katz in 1962: "The social and psychological attributes of individuals and groups determine the ways in which they use the mass media." In turn, the behaviour of the public can further influence the media. Audiovisual products for the dissemination of traditional culture should be produced to suit the needs of the audience. According to the needs of the audience for cultural audio-visual communication products, and in conjunction with the theory of "use and fulfilment", communication products should be created to meet the needs of the general public. With the development of the Internet, Internet terms have become popular. A number of Internet terms, such as "inwardly scrolling", are spreading rapidly among young people. The dissemination of traditional culture should also seize the needs of young groups, innovate the discourse system, incorporate new vocabulary from the modern Internet in the process of using artificial intelligence for the innovative dissemination of traditional culture, and make good use of humour and popularity to disseminate it universally and to enhance its interestingness. And for the middle-aged and elderly audience groups, the corresponding traditional culture class communication audio-visual products should also be adapted to their taste buds, in the production of products through artificial intelligence technology at the same time, should pay attention to the audio-visual effect, pay attention to digging into the traditional cultural connotations, reflecting the depth of culture. In the review, attention should be paid to the naturalness of its presentation and the popularity and interest of its discourse.

4.1.4. Spiritual core: Ensuring the resonance of cultural transmission

Chinese traditional culture is profound, has a long history, and is rich in profound connotations, and its spiritual core is a good model for the contemporary people to establish good morals and cultivate themselves and their families. Therefore, while disseminating culture through modern technology, attention should be paid to the further dissemination of the spiritual core of excellent culture, which really resonates with the contemporary people of the country and thus achieves the role of norms and exhortations. For example, in "The Power of Reading", the discovery and evolution of the oracle bone script is produced through artificial intelligence technology, spreading the charm of words, the profound influence of books on people, society, the country and a civilisation, aiming to propagate traditional culture while serving as a reminder to the audience to cultivate their own reading and thinking skills, form the habit of thinking and discovering, cultivate their body and mind, and build up a good moral character. For example, in the "Eight Greats of the Tang and Song Dynasties", "Su Shi", the scenes of sailing in the sea are produced by artificial intelligence technology, combined with the interpretation of the actors, which vividly demonstrates the transcendent and open-mindedness of "Nine deaths in the southern wilderness and I do not hate it, and I will swim in the wonders of the world to crown my life", and conveys to the audience a positive, unrestrained and upward attitude towards human life.

4.2. Cultural Communication and Technology Dual Election

Excellent traditional Chinese culture is profound and has a long history. It covers many aspects and levels. Different traditional cultures are disseminated in different ways and by different technical means. When creating the dissemination of traditional culture, it is necessary to combine the content of the dissemination to choose the appropriate production technology, which can be produced through a variety of technical means. For instance, in the dissemination of traditional Chinese mythological tales, the first series of "Chinese Myths" videos, entirely produced by AI, is achieved via AIGC and other technologies. Grounded in Chinese mythological stories, it is innovatively crafted to more vividly depict mythological scenarios that are challenging to present in reality through animated forms. For example, in order to achieve a higher level of immersive experience, the programme of "China in the Non-legacy" demonstrates the words and deeds of Confucius and his disciples through virtual reality technology, so that the audience can feel and immerse themselves in it through multiple senses of vision and hearing,

and better disseminate the profound connotation of "The Analects of Confucius" and its spiritual kernel.

In the new media era, the modern dissemination of traditional culture should also take full advantage of social media platforms and technologies like big data. By understanding users' interests and applying artificial intelligence technology, accurate positioning can be achieved. Through a precise analysis of communication products and by dividing audiences into different groups according to factors such as age and preferences, clear target audience groups can be determined. Utilizing artificial intelligence algorithms for precise delivery ensures that the most suitable cultural products are provided, realizing a mutual selection between user needs and cultural products. This aims to achieve a broader dissemination of traditional culture and guarantee its effective spread.

4.3. Innovative Discourse Systems and Artificial Intelligence Co-Facilitation

In the process of modern dissemination of traditional culture, emphasis should be placed on innovative discourse system, and the language mode conveyed by the words in ancient texts should be innovated in the process of dissemination, integrated with modern popular culture, and bridged the gap between traditional and modern culture. Using artificial intelligence learning techniques, difficult phrases from traditional culture are reconstructed in a modern way to make them easier to understand. For better dissemination, they can also be presented using multiple inflections. In order to better realise the powerful dissemination of traditional culture, it is also necessary to disseminate it through different discourse expressions, so as to ensure that the broadcasting volume and dissemination of audiovisual products of traditional culture dissemination will be wider. For example, "China in Non-legacy" presents non-legacy culture through song, dance, interpretation and other forms, using special effects to create choreography, and disseminating traditional non-legacy culture in different languages to solve the key problem of obscurity and difficulty in dissemination.

5. Conclusions

Under the network era and new media development, the dissemination of traditional culture needs to ride on the bus of artificial intelligence technology to make up for the communication gap of traditional culture due to the different times, break the barriers to the vivid dissemination of traditional culture, enrich the effect of traditional culture dissemination, and help the traditional culture to successfully go to the sea to show the origins of Chinese culture and the beauty of the Orient. Producers of traditional cultural audio-visual communication products should strictly grasp the use of AI technology in audio-visual products with high quality and standards, find the optimal production techniques and presentation forms, and never abuse them. By taking traditional culture as the foundation, integrating diverse forms of expression and incorporating modern discourse systems, we can achieve its dissemination while enhancing its appeal and further realizing the innovative development of traditional culture. This allows for a more precise and impactful dissemination of outstanding traditional Chinese culture.

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