

Research on the Communication Strategies of Intangible Cultural Heritage in the Media Convergence Era

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Abstract: With the rapid development of information technology, traditional media can no longer meet people's diverse needs. New media have emerged and thrived rapidly, playing an increasingly important role in people's lives. The boundaries between the two are gradually blurring, and the integration of different media forms has become an inevitable trend. Media convergence technology has emerged as the times require and has increasingly become an important medium for people's production and life. Media convergence is the organic integration of multiple media forms. Through multi-dimensional displays such as text, images, audio, and video, it greatly enriches the layering and interactivity of information dissemination. Intangible cultural heritage is a precious wealth of human civilization. Its inheritance, protection, and innovative development have increasingly become the focus of people's attention. The advent of the media convergence era provides a new platform for the dissemination of intangible cultural heritage, showing unique advantages in enriching dissemination content, enhancing dissemination effects, and expanding the audience group. Against the background of the media convergence era, this paper focuses on the dissemination and protection of intangible cultural heritage, deeply analyzes the effective application of media convergence technology in the protection of intangible cultural heritage, and hopes to provide valuable references for other relevant researchers and the inheritance and development of intangible cultural heritage.

Keywords: Media convergence era; Intangible cultural heritage; Communication strategies; Digital technology; Integration of culture and tourism

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1. Introduction

Intangible cultural heritage (hereinafter referred to as intangible heritage) refers to the traditional culture that people have passed down from generation to generation and regard as cultural heritage. Intangible cultural heritage is the crystallization of human civilization and wisdom, a precious culminated wealth of humanity, and a witness

to human civilization and splendor. Inheriting intangible cultural heritage is the historical mission of young college students and an important way to achieve cultural self-confidence. Intangible heritage is an important part of China's culture, covering many fields such as traditional music, dance, drama, crafts, and festivals, reflecting the diversity and uniqueness of national culture. However, with the acceleration of the modernization process, many intangible heritage projects face the danger of inheritance gaps and disappearance. It is urgent to strengthen the inheritance of intangible cultural heritage. The media convergence era not only brings new experiences to entertainment, life, and work but also provides unprecedented opportunities for the dissemination and protection of intangible heritage. Especially, the unique advantage of the media convergence era in breaking through a single media platform and realizing multi-channel and multi-dimensional dissemination makes intangible cultural heritage shine with new luster.

2. Characteristics of the dissemination of intangible cultural heritage in the media convergence era

2.1. New communication media

Media convergence is a product of the development of the information age. It has unique communication characteristics, enhances the flow of information, and has a profound impact on all levels of society. For the dissemination of intangible cultural heritage, as a new communication medium, media convergence has a very prominent interactivity. It has transformed from one-way communication to two-way interaction, improving the effectiveness of interaction and further enhancing the effectiveness of the dissemination of intangible cultural heritage ^[1]. In addition, the open-ended feature of media convergence breaks the limitations of traditional media, allowing everyone to become a producer of information and have the freedom to disseminate information. This feature brings both opportunities and challenges to the dissemination of intangible cultural heritage.

2.2. New communication content

Media convergence technology breaks through the traditional media's limitation to text or static pictures. By integrating multimedia elements such as dynamic pictures, videos, and audio, it enriches the display methods of intangible heritage, enhancing the audience's sense of immersion and experience. More importantly, with the application of high-tech technologies such as virtual reality and augmented reality, media convergence brings immersive intangible cultural heritage experiences to the audience, allowing them to feel the exquisiteness and charm of intangible heritage as if they were on the scene, further enhancing the appeal and attractiveness of intangible heritage culture and improving the dissemination effect of intangible heritage ^[2].

2.3. New communication methods

The traditional communication model is mainly one-way, and the audience is often a passive recipient of information, so the communication effect is limited to a certain extent ^[3]. New media technology provides the possibility of two-way interaction for the dissemination of intangible heritage. The audience is no longer a mere information receiver but has become a dynamic and interactive subject. For example, the audience can express their love for intangible heritage culture through forms such as comments, likes, and reposts, while enhancing the activity of the dissemination of intangible heritage culture through media convergence and promoting the breadth and depth of the dissemination of intangible heritage. In recent years, the rise of live-streaming platforms has greatly enhanced the dissemination of intangible heritage. The audience can communicate in real-time, ask

questions, and interact on the links they are interested in, thus deepening their sense of identity with intangible heritage culture and enhancing their cultural self-confidence and national pride ^[4]. At the same time, diverse communication methods also closely connect intangible heritage with daily life, enhancing the audience's sense of closeness to intangible heritage culture, creating a good cultural atmosphere at the social level, and further realizing the inheritance and development of intangible cultural heritage in modern society.

3. Paths for the dissemination of intangible cultural heritage in the media convergence Era

3.1. Creating online communication platforms to expand the reach of intangible heritage dissemination

In the context of the new media era, people should always adhere to the spirit of innovation, make full use of the diverse communication media of media convergence, create online communication platforms that conform to current popular trends, and build real-time online interaction platforms to broaden the coverage and radiation scope of intangible cultural heritage dissemination. To further expand the reach of intangible heritage dissemination, people can start from the publicity aspect. People can conduct publicity through popular online platforms such as WeChat official accounts, official Weibo, and short-video platforms, expanding the scope of publicity to attract as many different groups of audiences as possible. First, people need to be exposed to intangible heritage culture to stimulate their interest in in-depth understanding, thus providing a mass base for the dissemination of intangible heritage culture ^[5]. When producing publicity content, people should fully consider the needs of audiences of different ages and cultural backgrounds. With the help of media convergence technology, people can present the publicity content of intangible heritage culture in diversified forms such as animations, micro-movies, and comics to enhance the public's acceptance of intangible heritage culture. At the same time, to further expand the scope of publicity, people can start from current news events and emerging online buzzwords, deeply integrate intangible heritage cultural elements, and enhance the interest, timeliness, and topicality of the publicity content. For example, on short-video platforms, relevant staff should promptly seize hot topics, produce short videos of intangible heritage culture related to them, and use the communication power and influence of social media platforms to quickly attract widespread attention. They should strive to shape intangible heritage culture into the next real-time hot topic and create a strong atmosphere for the dissemination, promotion, inheritance, and innovation of intangible cultural heritage in society. Relying on media convergence technology for the publicity of intangible cultural heritage, starting from familiar online platforms and making the publicity content as close to people's daily lives as possible can effectively narrow the gap between intangible cultural heritage and the general public, making people realize that intangible heritage does not only exist in museums and books but is also an important part of modern society ^[6]. More importantly, media convergence technology demonstrates the great advantage of breaking through time and space limitations during the publicity of intangible heritage. The audience can learn about different types of intangible heritage cultures from different regions at any time and place through devices such as mobile phones and computers, further expanding the reach of intangible heritage culture dissemination.

3.2. Deepening offline experience activities to enhance the depth of intangible heritage dissemination

The dissemination of intangible cultural heritage is a cultural project of profound significance. In the process of using media convergence for publicity and promotion, relevant staff can strengthen cooperation with multi-channel

communication platforms, build an all-round, multi-level, and multi-dimensional communication pattern to cover as many audiences as possible, and improve the effectiveness of intangible heritage dissemination ^[7]. In addition to carrying out diversified online dissemination activities, relevant staff can also start from offline experiences. By holding activities such as intangible heritage works, exhibitions, and interactive experiences, relevant staff can further enhance the public's sense of identity with intangible heritage culture and deepen the depth of intangible heritage dissemination. For example, relevant staff can integrate the dissemination of intangible heritage with school education. Intangible heritage cultural dissemination activities play an important role in cultivating the social responsibility of the youth group and fulfilling the mission of cultural inheritance. Schools at all levels can actively introduce intangible heritage cultural activities supported by new media technology to effectively pass on these precious cultural heritages to the younger generation and ensure their continuation and development in the new era. At the same time, the youth group has a higher acceptance of emerging media convergence technology. With the help of media convergence technology for intangible heritage cultural education, by introducing the historical origin, cultural connotation, and artistic characteristics of intangible heritage to students, students can feel the charm of intangible heritage during the learning process, stimulating their interest in in-depth exploration and active participation. This can drive the attention of families and society, not only enhancing the depth of intangible heritage dissemination but also giving full play to its profound educational significance and educational function. Specifically, relevant staff can build a virtual reality cultural experience area within the school, allowing students to experience the production process of intangible heritage and watch the development history of intangible heritage culture through the simulated real-life production scenes created by virtual reality technology, enhancing their sense of identity with intangible cultural heritage in practice and cultivating their cultural consciousness and protection awareness ^[8]. In addition, schools can also cooperate with local intangible heritage protection agencies and cultural units to jointly carry out research and promotion activities of intangible heritage. Through online live-streaming, intangible heritage inheritors can be invited to display intangible heritage skills on-site for students, answer students' questions, enhance interactivity, and enable students to learn intangible heritage skills online, guiding students to pay attention to and participate in the protection and inheritance of intangible heritage and cultivating their social responsibility and mission. At the same time, schools should encourage students to participate in volunteer services and social practice activities for intangible heritage protection, enhancing their social responsibility and practical ability, realizing the feedback of social forces on the dissemination and inheritance of intangible heritage, and further deepening the depth of intangible heritage dissemination ^[9]. Similarly, offline experience activities can also be carried out in communities, museums, tourist attractions, and other places, attracting people from different groups to actively participate. Through immersive experiences and interactive exchanges, relevant staff can improve the public's recognition of the dissemination of intangible cultural heritage and contribute to the inheritance and innovation of intangible heritage and the promotion and development of excellent traditional Chinese culture ^[10].

3.3. Strengthening policy support and protection to consolidate the foundation of intangible heritage inheritance

The dissemination, protection, and inheritance of intangible heritage require the active attention, wide participation, and support of all aspects of society to proceed smoothly and ensure the high-quality and sustainable development of intangible cultural heritage. First, the government should introduce relevant policies to provide guarantees for the dissemination of intangible heritage. For example, government departments can increase

financial support, provide special funds for media convergence technology and intangible heritage dissemination work, vigorously develop digital technology and platform construction, and promote the digital protection and dissemination of intangible heritage. Second, establish corresponding incentive and protection systems ^[11]. Government departments can provide rewards and subsidies, including spiritual rewards, tax reductions, and technical support, to individuals, enterprises, and other entities participating in the dissemination of intangible heritage with the help of media convergence technology, stimulating the enthusiasm of various entities to actively participate in the digital dissemination of intangible heritage in society and forming a good social consensus and intangible heritage protection cultural atmosphere. Third, social organizations should also actively participate and provide diverse intangible heritage dissemination services to different entities. For example, they can take the initiative to develop digital tools for intangible heritage dissemination and provide technical training services to relevant personnel, enabling more people to have the ability to use media convergence technology to disseminate intangible heritage culture. This can not only enhance the depth and breadth of intangible heritage dissemination but also drive cultural and economic development. At the same time, social organizations can provide public-welfare digital dissemination equipment for intangible heritage to public places such as schools and communities, giving full play to their high sense of social responsibility and contributing to the inheritance of intangible heritage ^[12]. Enterprises can take advantage of the market to develop cultural and creative products themed on intangible heritage, promoting intangible heritage culture to further enter the public eye. They should also cater to the preferences of young people and develop a series of digital products related to intangible heritage, such as intangible heritage AR interactive games and virtual reality intangible heritage experience halls, making the dissemination activities of intangible heritage promoted by media convergence more attractive ^[13]. Fourth, relevant cultural and sports departments can also start from the media convergence direction to enhance the public's understanding of intangible heritage culture. For example, they can hold intangible heritage experience activities mainly based on virtual reality technology in public places, restore intangible heritage activities through virtual reality technology, display intangible heritage memories, and allow tourists to experience the charm of intangible heritage in a simulated real-life environment, enhancing their cultural identity and national pride ^[14]. Integrating all social entities closely with the dissemination activities of intangible cultural heritage in the media convergence era is an effective way to broaden the dissemination path, expand the audience group, deepen the influence of intangible heritage, and enliven the dissemination effect of intangible heritage, forming a good situation in which social members actively participate and jointly promote the inheritance of intangible heritage ^[15].

In conclusion, against the background of the rapid development of media convergence technology, the dissemination of intangible cultural heritage is characterized by new content, new forms, and new media, providing new ideas for the dynamic protection, inheritance, and innovation of intangible heritage. In the process of the in-depth integration of media convergence technology and the dissemination of intangible cultural heritage, multi-dimensional and multi-level communication strategies can be adopted to enhance people's understanding of intangible cultural heritage and expand the reach of dissemination. While enriching online publicity, offline experience activities should be strengthened to expand the depth of intangible heritage dissemination. By uniting multiple entities, a social atmosphere for the inheritance and protection of intangible cultural heritage in which the whole society participates can be created, contributing to the inheritance, promotion, and innovative development of excellent traditional Chinese culture.

Disclosure statement

The author declares no conflict of interest.

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