

Study on the Influence of Audio-visual Publishing on Cultural Inheritance in the Digital Age

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Abstract: The continuous development of digital technology has brought great changes to all walks of life, which has also been widely used in the field of audiovisual publishing. Digital audio and video publishing has gradually become the future development mode of the publishing industry. As a key carrier of the country's cultural promotion and inheritance, the audiovisual publishing industry undertakes important tasks of social and cultural dissemination and value guidance. Under the background of the digital era, audio-visual publishing should realize the importance of cultural inheritance, give full play to the advantages of digital technology, and constantly innovate publishing forms to further build a good environment for traditional cultural inheritance.

Keywords: Traditional culture; Digital technology; Internet; Cross-cultural; Audiovisual publishing

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1. Introduction

The dissemination and continuation of fine traditional Chinese culture play a crucial role in advancing the development of modern society, strengthening the cultural soft power of the nation, and facilitating cross-cultural exchanges. As key entities in China's cultural communication, publishing institutions bear the important social responsibility of preserving and passing down traditional culture. The robust capabilities of digital technology enable audiovisual works to possess greater advantages in communication, offering broader avenues for the preservation and inheritance of traditional culture^[1]. Nevertheless, digital audiovisual publishing encounters challenges such as insufficient awareness of cultural inheritance, weak copyright consciousness, low acceptance of traditional cultural audiovisual publications, and concerns regarding the security of digital storage. In this context, exploring the impact and strategies of audiovisual publishing on cultural inheritance in the digital era holds significant practical importance, contributing greatly to the effective continuation of traditional culture in the digital age.

2. The advantages of audio-visual publishing in cultural inheritance

2.1. It helps preserve traditional culture

Prior to the full development of Internet technology, much of China's traditional culture relied heavily on conventional methods like written documentation and book compilation for preservation. This made it challenging to fully pass down many outstanding aspects of traditional culture. Consequently, numerous exceptional cultural elements and traditional skills faded away over time within the historical progression of societal development. In today's modern society, however, the advent of digital products has provided a robust medium for preserving and transmitting traditional culture. With the assistance of digital tools, traditional culture can transition from textual formats into audio and visual presentations, thereby enhancing the diversity of preservation methods. As digital technology becomes increasingly widespread, traditional culture can now be safeguarded through various means, such as online platforms and digital cultural archives. These innovations break through the constraints of time and space, allowing individuals to explore and study traditional culture independently via digital channels. Such resources may include documents, artworks, and records of folk arts. The digitization process not only facilitates the storage and distribution of audiovisual materials but also ensures the preservation and dissemination of traditional culture. Furthermore, it enables a comprehensive replication of traditional culture, offering the public richer and more multidimensional cultural resources while significantly enriching people's cultural experiences. Additionally, under the context of the digital era, audiovisual publishing effectively reduces the cost associated with disseminating cultural content. This plays a crucial role in the overall conservation of cultural heritage ^[2].

2.2. It helps to improve the intuitiveness of culture

Digital audio-visual publishing contributes significantly to enhancing the intuitive experience of culture. By leveraging digital technologies, audio-visual publishing enables traditional cultural elements to be expressed more vividly and disseminated more effectively. This offers cultural creators a wider range of methods for preserving and promoting outstanding traditional culture. Audiovisual content serves as an objective representation of real-world phenomena, capturing images, sounds, and environments that require preservation or transmission through recorded formats, thereby authentically reproducing traditional culture. The defining characteristic of audiovisual media is its immediacy; it allows people to grasp information without requiring extensive analysis or interpretation. Under the influence of digital audio-visual publishing, the intuitive nature and visual impact of audiovisual materials can swiftly capture the audience's attention. These materials convey intricate information efficiently within a short timeframe, enhancing communication effectiveness ^[3]. As a result, people's understanding of traditional culture becomes grounded in direct sensory experiences, reducing the need for audiences to engage in the secondary processing of the received cultural content. When encountering cultural works that are challenging to articulate verbally, the immediacy of audiovisual media proves particularly impactful. China's traditional culture is both intricate and precise, often necessitating extensive verbal descriptions for accurate documentation. However, digital audio and video technologies align well with the requirements of cultural inheritance, providing a more accurate and engaging way to present the essence of this rich heritage ^[4].

2.3. It helps to realize cross-cultural communication

In the digital age, digital audio-visual tools significantly contribute to fostering cultural exchange and enabling cross-cultural interaction. Backed by advancements in digital technology, audio-visual publishing can overcome geographical and cultural barriers, facilitating global access and comprehension of diverse cultural traditions,

arts, and customs. The swift evolution of digital technologies has created more extensive platforms and opportunities for dialogue and integration among various cultures. On digital platforms, traditional elements such as folk music, customary practices, artisanal skills, and distinctive clothing styles can be swiftly disseminated worldwide, sparking interest and curiosity about China's traditional culture among individuals from different cultural backgrounds. This process not only promotes cultural diversity but also drives innovative development. Simultaneously, in the context of the digital era, the formats of audio-visual publishing have become increasingly diverse, allowing China's outstanding traditional culture to be presented more vividly and multidimensionally on a global scale. The emergence of next-generation information technologies, such as virtual reality (VR) and augmented reality (AR), has further enhanced the presentation of traditional culture, making it more engaging and immersive. Through these digital technologies, people across the globe can experience the historical settings and artistic creations of various cultures in an interactive manner, thereby deepening their cultural understanding and appreciation ^[5].

3. Current status of cultural inheritance in audio-visual publishing in the digital age

3.1. Lack of awareness of cultural inheritance

As digital technology continues to evolve, Internet platforms are being refined and broadened, enhancing cultural exchange and interaction. Cultural elements from various countries are increasingly entering China. In this scenario, the influence of Western culture is significantly affecting the preservation of traditional Chinese culture and shaping the mindset of younger generations. Some exceptional aspects of traditional culture are gradually being overshadowed by blended cultural trends. From fashion, toys, animations, and films to festivals, Western culture has been deeply integrated into the daily lives of Chinese people. This integration has influenced national craftsmanship and the presentation styles of outstanding cultural works, leading to a diminished awareness of traditional culture and raising concerns about insufficient inheritance and potential marginalization of these valuable traditions. With the arrival of the digital era, cultural direction and commercialized culture are becoming increasingly prominent. In an age focused on trending topics and traffic generation, audio and video content creation tends to prioritize public preferences, causing a noticeable scarcity of high-quality cultural content ^[6].

3.2. Lack of copyright awareness

In the digital age, the widespread accessibility of internet platforms significantly enhances information sharing, leading some media outlets to overlook copyright principles in their pursuit of traffic. Consequently, digital audio and video publishing faces challenges in safeguarding the copyright and intellectual property rights of traditional cultural works. As audiovisual content spreads more broadly, copyright concerns have grown increasingly prevalent ^[7].

The decentralized and global characteristics of digital technology enable information to be easily accessed and distributed worldwide, enhancing the reproducibility and immediacy of cultural content. This, in turn, complicates the protection of original works, causing economic harm to creators and negatively impacting associated cultural industries. For instance, the unauthorized dissemination of audiovisual cultural works infringes upon creators' rights, hindering the development and preservation of high-quality cultural creations. In this era of digital advancement, ensuring effective copyright protection for audio and video publishing will undoubtedly become progressively challenging ^[8].

3.3. Low acceptability of traditional cultural audiovisual publications

In the digital age, traditional cultural works in audiovisual publishing face challenges in terms of acceptance. More specifically, certain groups are unable to fully utilize digital platforms for accessing audio and video content due to the absence of essential technical devices like smartphones or computers, as well as unstable network connectivity. As a result, these individuals are marginalized from cultural exchanges. Besides hardware limitations, some people may also lack the necessary skills to operate digital platforms and tools effectively, which hinders their ability to benefit from the dissemination of audiovisual cultural resources in the digital era. This is one of the key factors contributing to the limited popularity of traditional culture-based audiovisual publications ^[9].

Simultaneously, digital audiovisual materials often reflect mainstream culture and colloquial language, making it challenging to identify content that connects with other cultural communities. Within the framework of the commercialized evolution of the publishing sector, traditional cultural audiovisual publications frequently receive inadequate support and promotion. Commercial audiovisual publishers tend to focus on creating content that is trendy and topical while overlooking the promotion and preservation of traditional culture. As a result, traditional cultural audiovisual publications have relatively low acceptance ^[10].

4. The cultural inheritance strategy of audiovisual publishing in the digital age

4.1. Intensify publicity and expand cultural influence

Traditional culture serves as a catalyst for a nation's advancement and growth. It embodies the ideas and values of previous eras while preserving a profound historical legacy and national spirit. By continuing to uphold traditional culture, a country can strengthen its cultural confidence and facilitate the perpetuation and evolution of its national spirit. In the context of the digital era, traditional Chinese culture has faced some challenges. Consequently, in creating content, audiovisual publishing should proactively explore various types of cultural promotion initiatives by integrating traditional cultural elements with innovative formats. This approach aims to enhance the reach and impact of cultural influence ^[11].

Firstly, audiovisual publishing houses should proactively collaborate with social media and online video platforms. By leveraging the extensive user base and strong interactive capabilities of these digital platforms, they can promote the digital transformation of traditional cultural content and increase the impact of traditional culture. Additionally, audio-visual publishing professionals and promoters can identify key elements of traditional culture, create engaging short videos, and develop interactive posts to improve the appeal and dissemination effectiveness of cultural products ^[12].

Secondly, collaborations need to be formed. Audiovisual publishers ought to develop strong collaborations with schools, cultural entities, and governmental departments to integrate digitally produced materials into educational programs, cultural events, and community services. For instance, they can work with school libraries to incorporate digital cultural products and learning materials into their collections. Furthermore, partnerships with cultural outreach centers or institutions could facilitate virtual exhibitions and seminars focused on cultural audiovisual content, thereby broadening the reach and impact of such works ^[13].

Finally, in the context of the digital age, short video platforms have emerged as the predominant method for a significant number of young users to access information and entertainment. Due to their strong attributes of immediacy, international reach, and interactive communication, short videos have significantly facilitated the spread of cultural content. Beyond merely posting works on websites or public accounts, audiovisual publishing should actively leverage short video platforms to distribute content, thereby capturing the attention of audiences

from diverse cultural backgrounds. Moreover, audiovisual publishers can engage in detailed explorations regarding the creation, preservation, and evolution of traditional cultural works. They can also periodically organize cultural discussion events to strengthen the societal impact of traditional culture and increase public awareness and interest in digital publishing materials. Additionally, audiovisual publishers can fully utilize big data and artificial intelligence technologies to gather and analyze user data, gaining insights into the reading preferences, browsing habits, and feedback of their target audience. By understanding the audience's characteristics, they can produce cultural works with enhanced communicative value, thus improving the page views and dissemination of these works ^[14].

4.2. Closely integrate with the Internet to promote the rapid spread of culture

In the era of the Internet, digital platforms have significantly influenced numerous industries and have evolved into a crucial channel for individuals to access information and comprehend the world. Consequently, the preservation and continuation of traditional culture must increasingly depend on these Internet-based platforms. Over recent years, governmental initiatives aimed at safeguarding and promoting traditional culture have intensified, with "Internet + culture" emerging as an inevitable trajectory for media industries' development. Presently, the Internet serves as a key medium for disseminating quality cultural content and fostering positive energy. The Internet's global openness and broad inclusivity have removed spatial constraints in cultural transmission, thereby greatly facilitating intercultural exchange and mutual learning. During the creation of cultural works, the Internet plays a pivotal role. Traditional culture, as a foundational element of a nation's cultural soft power, should align closely with the evolving trends of the times. Moreover, advancements in next-generation information technologies provide more precise guidance and diverse methods for the dissemination and inheritance of traditional audio-visual cultural works. Given this context, the integration of audio-visual traditional cultural works with the Internet holds significant potential from the perspectives of contemporary developmental trends, societal progress, and technological innovation ^[15].

Currently, certain conventional audio-visual cultural products have initiated practical collaborations with the Internet. Government bodies, companies, and traditional cultural custodians are redirecting their cultural innovations toward online platforms, continuously seeking novel approaches for preserving traditional culture and fostering its co-development with the Internet. Today, individuals can access information related to traditional cultural works on prominent Internet platforms. Audiences can learn about and appreciate these audio-visual cultural pieces through these platforms without being constrained by time or location. Moreover, Internet platforms have progressively emerged as a fresh medium for cultural dissemination. The growing popularity of live streaming and similar methods also offers new avenues for the preservation of traditional culture. With the rise of new media platforms and short video applications, audio-visual content has experienced rapid growth, establishing a crucial role in the transmission and perpetuation of traditional culture.

4.3. Integrating digital technology to achieve multicultural expression

As the new generation of information technology continues to evolve, a variety of innovative methods for expressing cultural content have arisen. These include advancements such as artificial intelligence, big data analysis, 3D technology, and virtual reality, among others. To begin with, virtual reality technology can partially substitute for traditional images and videos while enhancing the effectiveness of communication. More precisely, by designing and constructing three-dimensional simulated environments, this technology can authentically

recreate diverse scenarios and movements, offering users an immersive experience. In contrast to static images or audio, dynamic presentations through virtual reality can be more lifelike and multidimensional, enabling individuals to grasp the essential aspects of traditional culture in a more detailed and holistic manner.

Furthermore, holographic technology, serving as a form of virtual reality application, enables individuals to transcend the constraints of physical space and fosters a deeper appreciation of traditional culture's distinct allure. By incorporating virtual reality technology into audio-visual publishing, it becomes possible to advance the propagation of traditional cultural works through vibrant visuals, thereby significantly enhancing the effective preservation and transmission of traditional culture.

Finally, Audiovisual publishing houses should leverage various platforms and media to widely distribute traditional cultural content, ensuring it reaches a broader audience. In the digital era, social media serves as a central component of content marketing strategies. By producing content on platforms like Weibo, WeChat, and Douyin to promote businesses and products, these channels help identify target audiences and foster social engagement. Traditional cultural works can gain significant visibility and enhance their societal impact. Consequently, audiovisual publishing houses must focus on enhancing the creation and innovation of traditional cultural works, offering more valuable content to audiences. This approach not only captures the audience's attention but also encourages interaction, enabling a deeper understanding and active preservation of traditional culture.

5. Conclusion

In the context of the digital era, audio-visual publishing is undergoing significant transformations in the preservation and promotion of traditional culture. The integration of digital technologies into audio-visual publishing enables traditional culture to become more visually engaging and effectively safeguarded. This process also facilitates the sharing of outstanding cultural content and enhances cross-cultural interactions. By intensifying promotional strategies, leveraging online platforms, and incorporating advanced digital tools, audio-visual publishing can produce more innovative works that align with contemporary development trends. Such efforts not only drive the digital evolution of traditional culture but also strengthen its legacy for future generations.

Disclosure statement

The authors declare no conflict of interest.

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