

# Using Digital Technology to Promote the Dissemination and Development of Excellent Traditional Chinese Culture

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## ABSTRACT

In the context of the digital age, the dissemination and development of excellent traditional Chinese culture face unprecedented opportunities and challenges. Based on the important statement of General Secretary Xi Jinping on carrying forward the excellent traditional culture of China and the relevant strategic deployment in the report of the 20th National Congress of the Communist Party of China, this study systematically analyzes how digital technology can promote the spread and development of the excellent traditional culture of China. Research has revealed that digital technology has injected new vitality into the creative transformation and innovative development of traditional culture by activating cultural expressions, expanding communication channels, and constructing industrial practices; The vast number of internet users, well-developed digital infrastructure, and policy support in China collectively form a solid foundation for technological advancement. In specific practice, it is necessary to achieve a deep integration of traditional culture and modern society through systematic digital processing, deep integration of technology and cultural dissemination, and the transformation of cultural values into the times. At the same time, we must be vigilant against potential risks such as content distortion and imbalanced dissemination in the process of technological application. By optimizing content supply and improving collaborative ecology, people can promote the revitalization of excellent traditional Chinese culture in the digital age, and provide solid cultural support for building a socialist cultural power and achieving national rejuvenation.

**Keywords:** *Digital technology, Excellent traditional Chinese culture, Cultural dissemination, Creative transformation, Innovative development.*

## 1. INTRODUCTION

The excellent traditional Chinese culture constitutes the spiritual lifeline and foundation of the Chinese nation, providing a solid foundation for China to firmly establish itself in the world cultural turbulence.[1] Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has repeatedly stressed the importance of carrying forward the excellent traditional Chinese culture from the strategic height of national rejuvenation, and put forward the core requirements of "promoting the creative transformation and innovative development of the excellent traditional

Chinese culture". The report of the 20th National Congress of the Communist Party of China further incorporates "inheriting excellent traditional Chinese culture" into the strategic framework of "promoting cultural confidence and self-improvement, and forging new brilliance of socialist culture", providing direction for cultural construction in the new era.

With the advancement of big data and artificial intelligence, AR/VR, and metaverse. The rapid development of digital technologies has brought profound changes to the way of production, lifestyle, and cultural ecology of human society.

Digital technology is not only a driving factor for new quality productivity, but also a key tool for cultural dissemination innovation. Its characteristics of breaking through physical time and space limitations, achieving immersive experiences, and promoting global dissemination provide a new solution to solve the difficulties of traditional culture's "difficult preservation, narrow dissemination, and shallow experience". According to the data of China Internet Network Information Center, as of December 2023, the number of Internet users in China has reached 1.092 billion, and the Internet penetration rate is 77.5% [5]. The 5G base station covers all prefecture level cities and county towns. The huge user base and perfect infrastructure create realistic conditions for digital technology to boost traditional culture.

However, in practice, the integration of digital technology and traditional culture still faces problems such as scattered resources, insufficient exploration of connotations, and communication barriers. Some digital practices tend to prioritize technology over culture and traffic over connotation, leading to the masking of the spiritual core of traditional culture. Based on this, this paper systematically combs the value dimensions, basic conditions and practice paths of digital technology to promote traditional culture in combination with the important statements and latest research achievements of General Secretary Xi Jinping, aiming to provide theoretical reference and practical guidance for promoting the high-quality dissemination and development of Chinese excellent traditional culture in the digital era.

## **2. PROMOTING EXCELLENT TRADITIONAL CHINESE CULTURE FROM THE PERSPECTIVE OF NATIONAL REJUVENATION**

### ***2.1 Excellent Traditional Chinese Culture - the Spiritual Lifeline and Cultural Foundation of the Chinese Nation***

General Secretary Xi Jinping pointed out that "Chinese excellent traditional culture is the wisdom crystallization and essence of Chinese civilization, the root and soul of the Chinese nation, and the foundation for us to stand firm in the world culture turbulence". It carries the unique spiritual pursuit, profound values, and elegant aesthetic taste of the Chinese nation. It is not only a valuable asset reflecting the long history of Chinese civilization

development, but also an intellectual support and ideological source for building a shared spiritual home for the Chinese nation. From a global perspective, the spiritual traits of "benevolence, people-oriented, integrity, justice, peace, and pursuit of great harmony"[1] in excellent traditional Chinese culture are an important source of ideas for building a community with a shared future for mankind, and have a profound impact on the formation of world cultural heritage and the shaping of common values for all mankind.

On the other hand, in some fields, there has been a tendency to "respect the West" and "follow only the West", with a focus on "de-ideologization" and "de-Sinicization", while ignoring the value of local cultural resources. In fact, Chinese culture has long been an important source of inspiration for global cultural creation - Hollywood films such as Kung Fu Panda and Mulan draw on Chinese cultural elements, confirming the global appeal of excellent traditional Chinese culture. In the context of globalization, adhering to cultural roots and enhancing cultural consciousness are inevitable requirements for strengthening confidence in the path, theory, and system.

### ***2.2 The Core Path of Promoting the Dissemination and Development of Excellent Traditional Chinese Culture Through Digital Technology***

The core proposition of cultural construction in the new era is to promote the creative transformation and innovative development of excellent traditional Chinese culture. At the first session of the 13th National People's Congress, General Secretary Xi Jinping stressed that it is necessary to "speed up the building of a strong cultural socialist country with greater strength and more practical measures, cultivate and practice the core socialist values, promote the creative transformation and innovative development of China's excellent traditional culture, and let the influence, cohesion, and charisma of Chinese civilization be more fully displayed". This requirement clarifies the key direction for the connection between traditional culture and modern society: to explore the eternal charm of traditional culture that transcends time and space, while endowing it with expression forms that conform to contemporary aesthetics.

Digital technology has brought revolutionary new tools to the "two creations": Dunhuang Academy uses millimeter level precision collection

technology to digitize the protection of murals and achieve virtual restoration of damaged cultural relics; With 5G+AR technology, Henan TV's Tang Palace Banquet transformed the scene of the prosperous Tang Dynasty from historical imagination to immersive stage presentation. Its success lies in "strong national style China-Chic and novel display of traditional culture"; Based on the IP of Journey to the West, the 3A game "Black Myth: Wukong" integrates traditional philosophical ideas and classical architecture with game engine technology, becoming a model for modern expression of traditional culture. These practices have shown that digital technology, through the two-way breakthrough of "connotation mining + technological assistance", has enabled traditional culture to move from "ancient books and objects" to real-life scenarios, becoming a tangible and tangible living existence.

### ***2.3 The New Mission and Requirements of Using Digital Technology to Promote the Dissemination and Development of Excellent Traditional Chinese Culture***

The report of the 20th National Congress of the Communist Party of China clearly proposed to "promote cultural confidence and self-improvement, and create new brilliance of socialist culture", emphasizing "taking the socialist core values as the guide, developing advanced socialist culture, promoting revolutionary culture, inheriting excellent traditional Chinese culture, meeting the spiritual and cultural needs of the people's daily growth, consolidating the common ideological foundation of the unity and struggle of the whole Party and all ethnic groups in the country, and continuously enhancing the country's cultural soft power and influence of Chinese culture".[1] This deployment closely integrates the inheritance of traditional culture with the goal of "comprehensively building a socialist modernized country", highlighting its strategic position as a prerequisite for national rejuvenation practice.

The Third Plenary Session of the 20th Central Committee of the Communist Party of China further refined the tasks, pointing out the need to "accelerate the adaptation to the new situation of rapid development of information technology, cultivate and form a large-scale excellent cultural talent team, and stimulate the vitality of cultural innovation and creation of the whole nation"[3], providing policy guidance for the dissemination of excellent traditional Chinese culture in the digital

age - not only requiring the reliance on technological innovation communication methods, but also emphasizing the cultivation of suitable talent teams, and forming a pattern of multi-terminal collaborative development of technology to promote culture. This series of strategic arrangements constitutes the top-level design for the digital dissemination of traditional culture, providing fundamental guidance for practice.

### ***2.4 The Practical Logic of Using Digital Technology to Promote the Dissemination and Development of Excellent Traditional Chinese Culture***

Culture is not only the core of constructing a national community, but also an important proposition for the development of a nation-state. General Secretary Xi Jinping pointed out that "a culture of upward mobility is an important bond of solidarity and blood ties for a country and a nation". The development of Chinese culture has always been in a dynamic evolution, and a balance needs to be achieved between inheriting cultural mechanisms and responding to the needs of the times. As a tangible manifestation of Chinese culture in contemporary times, socialist culture with Chinese characteristics, together with the path, theory, and system of socialism with Chinese characteristics, constitutes the essential connotation of socialism with Chinese characteristics. It is not only the spiritual driving force for promoting the modernization process, but also the value guidance for consolidating national consensus.

In the digital age, traditional culture faces a dual challenge: on the one hand, Western culture continues to penetrate through technological advantages, leading to cultural cognitive biases among some groups; On the other hand, the stereotype of traditional culture being "rigid and obscure" makes it difficult to attract young people. Digital technology injects era vitality into traditional culture through activation and presentation, accurate dissemination, and industrial transformation. For example, Tiktok platform actively attracts folk artists and craftsmen by implementing the "intangible heritage partner" plan, and encourages them to show their unique traditional skills through short videos; The "Digital Cultural Relics Library" of the Forbidden City allows users to have a "dialogue" with cultural relics. With high-definition imaging and 3D modeling technology, users can view the details of cultural relics from 360 degrees and understand

their historical background. These practices not only break the time and space limitations of traditional cultural dissemination, but also through the integration of technology and creativity, bring new vitality to ancient culture in contemporary society, confirming the practical significance of digital technology as an accelerator for cultural innovation and development. At the same time, "China's excellent traditional culture is our deepest cultural soft power". Consolidating the foundation of tradition is the practical essence of enhancing the country's cultural soft power, and it is also an inevitable choice for building a cultural powerhouse.

### **3. THE IMPORTANT VALUE OF USING DIGITAL TECHNOLOGY TO PROMOTE THE DISSEMINATION AND DEVELOPMENT OF EXCELLENT TRADITIONAL CHINESE CULTURE**

#### ***3.1 Activating the Vitality of Cultural Heritage, the Dynamic Inheritance and Digital Immortality of Cultural Heritage***

General Secretary Xi Jinping stressed that "cultural relics and cultural heritage, which bear the genes and blood of the Chinese nation, are non-renewable and irreplaceable resources of excellent Chinese civilization". China has a wide range of cultural relics and historical sites, a vast collection of ancient books and documents, and daily folk customs and rituals. However, some cultural heritage sites face difficulties in promoting and operating cultural relics - static display of cultural relics in museums and difficulty in widely perceiving cultural relics in remote areas. Digital technology transforms physical forms into digital forms through holographic mimetic processing, achieving the "digital immortality" of cultural heritage.

After nearly 30 years of exploration, Dunhuang Academy has formed a digital key technology system for immovable cultural relics. Through high-precision scanning and 3D modeling, it not only avoids the risk of mural weathering, but also builds a "Digital Dunhuang" resource library, allowing global users to fully appreciate the cave style; The "Digital Axis System" of the Beijing Central Axis conducts a complete scene

reconstruction of the core heritage area, allowing users to immerse themselves in its historical changes through mobile devices; The Shandong Museum's "Eastern Ritual Movement" special exhibition uses holographic projection and somatosensory interaction technology to recreate the scenes of Spring and Autumn sacrificial ceremonies. Viewers can operate virtual ritual vessels through gestures to eliminate cognitive barriers between ancient and modern times. These practices have shown that digital technology not only solves the problem of difficult preservation and display of cultural heritage, but also enhances the infectiousness of cultural inheritance through immersive experiences.

#### ***3.2 Cultivating Ethnic Cultural Genes and Promoting the Integration and Inheritance of Traditional Spirit and Digital Culture***

Digital technology has profoundly changed the cultural ecology, generating digital culture with distinct era imprints. The digital space composed of over 1 billion netizens in our country is not only a field for information dissemination, but also a platform for value shaping - digital culture influences users' values and ways of thinking through subtle influence. The core of using digital technology to promote the dissemination of traditional culture lies in achieving the integration of traditional spirit and digital culture: embedding the cosmology, worldview, and moral values of Chinese civilization into the digital space, and integrating cultural genes into digital life.

The "Huacai Wanxiang Grottoes Art Exhibition" at the National Museum utilizes AI algorithms and digital interactive technology to digitally recreate grotto art, allowing visitors to "travel" through history in virtual scenes and deepen their understanding of the spirit of "harmony and harmony"; The short video creator "Grandpa Amu" showcases his mortise and tenon skills through overseas platforms, without using a single nail to make wooden objects. His video not only resonates with overseas users about the "craftsman spirit", but also conveys the traditional concept of "harmony between man and nature"; The "Chinese Festivals" series of videos on Bilibili interprets traditional solar terms in the form of animation, combined with modern life scenes, allowing young people to understand the ecological wisdom of "adapting to the times". These practices, through the integration of "technological

carriers+spiritual cores", elevate traditional culture from knowledge transmission to emotional identification, achieving intergenerational transmission of cultural genes.

### ***3.3 Expanding the Boundaries of Cultural Exchange, Global Dissemination and Influence of Chinese Cultural Achievements***

Civilization becomes colorful through communication, and promoting Chinese culture to the world is an important way to inherit and develop it. In history, transportation and communication restrictions have led to limited cross-cultural communication; Even in the era of television and radio, there is still information asymmetry in global communication. The emergence of the Internet has reshaped the global media ecology, becoming "an important carrier for spreading human excellent culture and promoting positive energy". The significant development of digital technology in China has provided technical support for the "going global" of traditional culture.

At the level of communication channels, Chinese new media platforms have built a global communication field: TikTok presents traditional festivals and cuisine through short videos, and the topic of "Chinese opera" has been viewed over 5 billion times; Qidian International will integrate the online literature of "respecting teachers, valuing morality, and promoting Eastern mythology" to the world, with a total of nearly 300 million visitors; MiHoYo "Genshin Impact" integrates ancient myths with science fiction settings, attracts the attention of global players, and becomes an important carrier of cultural sailing. At the level of content format, digital technology promotes the cross-media transformation of cultural IP: the hyper realistic virtual digital character "Tianyu" is based on the Dunhuang Flying Apsaras and combines 3D animation with metaverse elements. After logging into overseas platforms, it has gained a large number of young users' love; The immersive VR exhibition "Beautiful Dunhuang" is being held at the Louvre Museum, using VR technology to allow overseas audiences to experience the charm of murals firsthand. These practices break through cultural discount barriers and enhance the dissemination and influence of Chinese civilization through "global expression, regional expression, and targeted expression".

## **4. THE REALISTIC FOUNDATION AND CONDITIONAL GUARANTEE OF DIGITAL TECHNOLOGY SUPPORTING THE DISSEMINATION AND DEVELOPMENT OF EXCELLENT TRADITIONAL CHINESE CULTURE**

### ***4.1 The Scale of Netizens Shapes the Audience for Cultural Dissemination***

According to the 53rd Statistical Report on the Development of Internet in China by China Internet Network Information Center, as of December 2023, the number of Internet users in China has reached 1.092 billion, 24.8 million more than that in 2022, and the Internet penetration rate has climbed to 77.5% .[2] This data means that over 70% of the Chinese population has access to digital networks, forming the world's largest digital user group and providing a natural audience foundation for the digital dissemination of traditional culture.

From the perspective of audience structure, the youth group is the core component of netizens, with high acceptance of new things, strong willingness to interact, and significant demand for contemporary expression of traditional culture. The "2024 China Youth Digital Culture Consumption Report" shows that 83.2% of netizens aged 18-35 are willing to learn about traditional culture through short videos, virtual exhibitions, digital collections, and other forms. At the same time, digital technology is driving the boundary between content disseminators and content audiences to dissolve. Individuals can be both recipients of traditional culture and engage in secondary creation and dissemination through social media - "National Style" costume blogger Zhu Tiexiong, praised by CCTV, and overseas short video creator "Dianxi Xiaoge" all tell traditional cultural stories from their personal perspectives, forming a collaborative ecosystem of professional inheritance and mass innovation. This diversified participation pattern has shifted traditional culture from niche dissemination to mass sharing, laying a user foundation for universal inheritance.

#### **4.2 Infrastructure Building the Digital Foundation for Cultural Dissemination**

In terms of network infrastructure construction, China has established a globally leading digital infrastructure system. By December 2023, the number of IPv6 addresses in China has reached 68042/32, the number of national top-level domain names ". CN" has exceeded 20.13 million, and the total number of Internet broadband access ports has reached 1.136 billion; The cumulative construction number of 5G base stations has reached 3.377 million,[2] achieving comprehensive coverage of all prefecture level cities, urban areas, and county towns. The "dual gigabit" network composed of 5G and gigabit optical network has high bandwidth, low latency, and wide connectivity characteristics, which can meet the needs of high-definition image transmission, immersive interaction, and large-scale user concurrency in the digital dissemination of traditional culture. Dunhuang Academy's "Ultra HD Digital Wall Painting" achieves real-time transmission of high-definition image quality through 5G network, and the "V Palace Museum" mini program developed by the Forbidden City relies on gigabit optical network to support thousands of people to roam online at the same time.

At the core technology level, the mature application of technologies, such as big data, artificial intelligence, AR/VR, and blockchain, provides tool support for the digitization of traditional culture. Optical character recognition technology enables rapid transcription of ancient literature, while AI sentence reading technology automatically adds punctuation to classical literature, greatly reducing the threshold for ancient literature research; 3D scanning technology is used to collect millimeter level data of the Terra Cotta Warriors in the Mausoleum of the First Qin Emperor, which not only realizes the permanent preservation of cultural relics, but also provides accurate data for academic research; Blockchain technology provides security for the certification of digital cultural assets, and intangible cultural heritage digital collections record creation and circulation information through blockchain, effectively avoiding infringement; Generative AI can quickly generate content that meets modern aesthetics by learning from traditional cultural datasets. For example, during the Hangzhou Asian Games, designers used AI tools to integrate ink painting elements with sports icons, creating visual symbols that combine traditional charm and

technological sense.[4] These technologies together form the "technological toolbox" for digitizing traditional culture, providing solid support for practice.

#### **4.3 Policy Guidance Supporting the Institutional Foundation of Cultural Dissemination**

At the policy level, the national strategic deployment provides clear guidance for the integration of digital technology and traditional culture. The report of the 20th National Congress of the Communist Party of China emphasizes "inheriting excellent traditional Chinese culture" and "adapting to the new situation of rapid development of information technology"; The 14th Five-Year Cultural Development Plan proposed specific measures such as "implementing cultural digitalization strategy", "building a national cultural big data system", and "promoting the digital protection of cultural heritage", and set up special funds to support related projects - the National Cultural Heritage Administration "digital protection of cultural relics" has invested more than 5 billion yuan in 2023-2024, supporting more than 200 key cultural relics protection units nationwide to carry out digital work. Local governments have actively responded, and Henan Province has issued the "Action Plan for the Digital Inheritance and Development of Excellent Traditional Chinese Culture in Henan Province", focusing on supporting the "Digital Yin Ruins" and "Digital Longmen"; Zhejiang is promoting the "Digitalization Project of Song Rhyme Culture" and building a digital resource library covering poetry, calligraphy, painting, and architecture, forming a policy pattern of "national coordination and local implementation".

At the ecological level, the collaborative mechanism of "government industry university research application" is gradually improving, connecting the entire chain from technology research and development to industrial application. The government is responsible for formulating standards and providing funding, such as establishing a special fund for cultural digital technology; Universities and research institutions focus on technological breakthroughs, and Tsinghua University has established the "Digital Protection Laboratory for Cultural Heritage" to develop AI algorithms for mural fading restoration; Enterprises leverage their market advantages, Tencent collaborates with Dunhuang Academy to create a "Digital Scripture Cave", and Alibaba

launches the "Intangible Cultural Heritage Protection Plan" to promote the digitization of handicrafts; Social forces are widely involved, and folk cultural groups participate in ancient book proofreading and intangible cultural heritage material collection through the "National Photography" activity.

## **5. THE SPECIFIC PRACTICAL FORMS AND CORE CONTENT DIRECTIONS OF DIGITAL TECHNOLOGY IN PROMOTING THE DISSEMINATION AND DEVELOPMENT OF EXCELLENT TRADITIONAL CHINESE CULTURE**

### ***5.1 Basic Engineering Being the Systematic Digital Processing and Integration of Excellent Traditional Chinese Cultural Resources***

Building a "national level cultural resource database" is the core task of digital processing, with the goal of forming a national cultural big data system that is "physically distributed, logically related, quickly linked, efficiently searched, comprehensively shared, and key integrated". In specific practice, it is necessary to rely on multimodal data collection technology to integrate cultural relics, classics, intangible cultural heritage and other carriers, construct a cultural gene map based on semantic association, and solve the current problem of "data silos", which is the phenomenon of difficult resource interoperability caused by the lack of unified standards and incompatible collection formats and storage protocols used by museums and intangible cultural heritage institutions in various regions.

To this end, it is necessary to promote from two aspects: first, to develop unified digital standards, covering data collection accuracy, storage protocols, interface specifications, etc., such as 3D modeling accuracy grading standards and intangible cultural heritage motion capture data specifications; The second is to promote the systematic integration of resources, such as the "Digital Axis System" of the Beijing Central Axis, which achieves the systematic presentation of cultural resources through complete scene reconstruction, the "Digital Scripture Cave" jointly developed by Dunhuang Academy and Tencent, which integrates scripture restoration and mural copying resources to provide users with

immersive research experience, and the "National Ancient Book Census and Registration Basic Database" which integrates national ancient book resources to provide systematic support for traditional cultural research. Through these practices, traditional culture has shifted from "decentralized storage" to "system integration", from "static preservation" to "dynamic utilization", laying the foundation for subsequent dissemination and innovation.

### ***5.2 Fusion Innovation Being the Deep Penetration and Diversified Expansion of Digital Technology into the Field of Cultural Dissemination***

The penetration of digital technology into the field of cultural communication presents a "multidimensional, cross media" characteristic, which not only promotes the innovation of communication channels, but also innovates the forms of experience and narrative. At the level of communication channels, a matrix pattern of "mainstream media + social media + wemedia" has been formed: CCTV deeply interprets traditional culture through programs such as "National Treasure", and Tiktok, Kwai and other platforms achieve cultural "breaking circle" through short videos. We media creators such as "Little Brother in West Yunnan" convey rural warmth with Yunnan food on YouTube (with a subscription of 11.8 million), and "Little Sister One" attracts overseas users through traditional Chinese poetry gesture dance (TikTok fans 645,000). This matrix dissemination breaks through geographical and circle limitations, allowing traditional culture to reach a wider audience.

At the level of experiential form, VR/AR technology creates immersive scenes: the Shandong Museum's "Gift Movement in the East" special exhibition restores ancient etiquette through sensory interaction technology, and the audience can operate virtual ritual vessels; The Palace Museum has launched a "Digital Cultural Relics Library" that uses AR technology to recreate historical scenes of cultural relics, allowing users to "converse" with them; The "Chinese Praise: VR City Tour of Traditional Chinese Culture Clothing" allows viewers to "travel" through time and space, experiencing the beauty of traditional clothing. These experiential forms transform abstract cultural symbols into concrete scenes, enhancing user engagement.

At the level of narrative style, achieve the innovation of "cross media narrative": "China in Classics" transforms ancient books such as "The Book of Documents" into immersive stage plays through "drama + film + holographic projection"; Black Myth: Wukong relies on game engine technology to transform the story of Journey to the West into an interactive experience; The short drama "A Dream Pillow on the Star River" showcases Su Fan's skills and ancient city protection, sparking a craze for drama in Singapore. This narrative innovation not only retains the traditional cultural core, but also enhances its appeal with modern voice, especially favored by young people.

### ***5.3 Value Transformation Being an Innovative Achievement of the Era That Concentrates on Preserving and Presenting Excellent Traditional Chinese Culture in Real-time***

Digital technology promotes the transformation of traditional cultural values, forming an industrial chain of "cultural resources digital products consumer market". Through the construction of cultural resource databases, various regions systematically sort out ancient literature, intangible cultural heritage skills, traditional art and other resources, providing source water for the development of digital products and achieving the unity of cultural value and economic value. At the level of product innovation, China-Chic cultural innovation has become an important carrier: the new Chinese style clothing horse dress integrates traditional shape and modern aesthetics, "herbal skin care" is suitable for herbal medicine to convey the culture of Chinese herbal medicine, and the "afternoon tea" in the Forbidden City allows the audience to feel the cultural charm in their taste; In the field of digital collections, intangible cultural heritage technology integrates digital technology with physical objects through NFT technology, and the Dunhuang mural digital collection quickly sold out after going online. These products not only meet modern consumer demands, but also convey traditional cultural values.

At the level of industrial integration, digital technology promotes cross-border interaction between culture and related industries: digital technology and game industry are integrated, and works such as Genshin Impact and Black Myth: Wukong become cultural communication carriers; Integrating with the film and television industry,

"Fengshen Part 1: Chaoge Fengyun" uses over 2,300 visual effects shots (accounting for more than 70%) to concretize ancient myths and has been released in more than 40 countries and regions overseas; Integrating with the cultural and tourism industry, "Digital Dunhuang" and "Digital Forbidden City" drive offline tourism consumption, forming a model of "online drainage offline experience". This cross-border integration not only expands the boundaries of cultural industries, but also creates new economic growth points for traditional culture.

At the level of market expansion, big data drives precise dissemination: through user profile analysis, traditional clothing production tutorials are pushed to Hanfu enthusiasts, and content adapted to their cultural background is targeted to overseas users - such as promoting micro dramas with traditional cultural elements in East Asia and focusing on the theme of "heroism" in Europe and America. This precise dissemination not only improves communication efficiency but also avoids cultural misunderstandings, promoting the sustained release of traditional cultural values in the global market.

## **6. CONCLUSION**

Digital technology has opened up a new path for the dissemination and development of excellent traditional Chinese culture. By activating cultural heritage, cultivating cultural genes, and expanding international dissemination, it has achieved the core goal of "creative transformation and innovative development" of traditional culture. The huge scale of internet users, perfect digital infrastructure, and collaborative ecosystem of "government, industry, academia, research, and application" in China provide a solid foundation for technology promotion. Practical cases such as "Tang Palace Banquet" and "Black Myth: Wukong" have confirmed the enormous potential of the integration of "technology + culture".

However, in practice, people still need to be vigilant about risks: some digital content tends to prioritize form over content, leading to the masking of the cultural and spiritual core; The "information cocoon" effect caused by algorithm recommendations may exacerbate cultural cognitive fragmentation; The phenomenon of "cultural discount" in international communication still needs to be overcome through precise translation. In the future, there is a must to follow the guidance of Xi Jinping's cultural thought, stick

to the traditional cultural heritage, optimize the application of digital technology - dig deep into the spiritual connotation at the content level, and avoid homogenization and superficiality; it is necessary to balance instrumental rationality and value rationality at the technical level to prevent "technology supremacy"; it is also necessary to improve the collaborative mechanism at the ecological level, cultivate versatile talents, and ultimately build a new paradigm of digital culture that emphasizes the use of tools to convey messages and cultural talents.

Standing at the height of national rejuvenation, promoting the deep integration of digital technology and excellent traditional Chinese culture is not only an inevitable requirement for enhancing cultural confidence and building a cultural power, but also an important way to showcase to the world the "academic China", "theoretical China", and "China that contributes to human civilization". Only through continuous innovation and practice can Chinese civilization shine with new vitality in the digital age and contribute Chinese wisdom to the diverse coexistence of human civilization.

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