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**DIGITAL MEDIA IN THE POPULARIZATION OF CHINESE  
CULTURE**

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## INTRODUCTION

China is a country with a long history and splendid culture, its traditional cultural elements still shine in modern society. However, with the rapid development of science and technology, digital media has become one of the main channels of cultural communication. Digital media have injected new vitality into the popularization and dissemination of Chinese culture with its unique communication methods and wide audience base.

In this digital age, everyone holds an invisible digital media passport. This "passport" not only helps us to cross borders and connect with people all over the world, but also leads us to explore cultural treasures all over the world. When we open this "passport", a magnificent picture of Chinese culture unfolds in it, showing China's deep historical heritage and unique cultural charm.

With this "digital passport", we can comprehensively understand the current situation and challenges of Chinese cultural communication in the era of digital media in China, analyze the measures taken by the Chinese government to protect and pass on the national culture, analyze specific cases of cultural communication, and put forward a series of targeted recommendations, which will provide useful references for the promotion of the inheritance and development of traditional Chinese culture.

In the era of globalization, national cultures are facing many challenges and are beginning to be gradually assimilated and dissolved. The boundaries of cultural communication are becoming increasingly blurred, and the wave of globalization has deepened the fusion of world cultures. National culture is the spiritual pillar of a country and a nation, and an important source of national identity and cohesion. The Chinese government attaches great importance to the inheritance and development of culture. By formulating a series of relevant policies, innovating measures for the development of cultural industries and actively participating in international cultural exchange activities, it has enhanced the global influence of Chinese culture.

Famous scholar Joseph Nye put forward the concept of "soft power", emphasizing the important role of culture in international competition; Liu Jiaqi, an academician of the Chinese Academy of Sciences, made use of the Internet to achieve knowledge in a short and quick manner through digital media; and Harvard professor Samuel Huntington analyzed the impact of cultural differences on international relations from the perspective of the clash of civilizations. On the other hand, Weng Dongdong, a professor at the School of Optoelectronics of Beijing Institute of Technology, combined the traditional art of Peking Opera with modern technology through digital technology, and led a team to develop the first high-precision Peking Opera digital man - "Mei Lanfang Twin Digital Man", which brought a brand-new artistic experience to

the audience. Through the case studies of these four researchers, we learned that digital technology can be actively utilized to promote cultural inheritance and development through the integration of technology and art.

However, China's research on the dissemination of Chinese culture in the age of digital media is still insufficient, especially on the question of how to utilize digital technology to promote the inheritance and development of Chinese culture. We need to pay more attention to the use of science and technology to promote cultural communication. Explore new ways and means of communication to improve the effect and influence of cultural exchange.

**The research topic** is Chinese culture has been presented to global audiences in new forms. Whether it is the digital reproduction of traditional art forms or the innovative presentation of modern cultural products, it has been more widely disseminated through digital media. This way of dissemination allows more people to understand and recognize Chinese culture.

**The main problem** under discussion in this thesis is how to effectively utilize digital media tools to pass on and develop Chinese culture while avoiding cultural distortion and misunderstanding. How to maintain the authenticity of Chinese culture in the digital world and how to promote this unique cultural phenomenon globally are all issues we need to think about and solve.

**The topicality of the research topic.** Cultural exchange and dissemination are particularly important in the context of increasing globalization. Digital media as an important carrier of cultural communication plays an irreplaceable role in promoting and spreading Chinese culture. We can better understand the contemporary society's demand and acceptance of cultural information, so as to more accurately promote the global dissemination of Chinese culture by studying the role and function of digital media in cultural communication.

**The main methods** we will use are analysis, synthesis, induction, deduction, comparing, specifying and analogy, also case analysis, content analysis.

From July 2023 to May 2024, we will collect digital media knowledge, analyze and discover the actual role and impact of digital media in China's cultural exchange by reading websites related to Introduction to Digital Media, Digital Media in Chinese Culture, Cultural Intellectual Property Rights, and Digital Content Innovation.

**The areas of possible practical implementation.** It is particularly important in the areas of culture, education, tourism promotion and international exchange. Therefore, the preservation of national culture is very important.

## OVERVIEW

**Keywords:** DIGITAL MEDIA, CHINESE CULTURE, MEDIAPROMOTION, COMMUNICATION, GLOBALIZATION, INFORMATION UNIFICATION, DIGITAL TECHNOLOGY, VIRTUAL AND AUGMENTED REALITY.

The **research purpose** is to identify the potential and tools of digital media in the promotion of Chinese culture.

**Research tasks:**

- 1) to consider the key concepts of Chinese culture for media promotion;
- 2) to determine the possibilities of digital media in the preservation of cultural heritage;
- 3) to identify the tools for effective communication through China's digital media;
- 4) to analyze the features of the popularization of China's material culture in digital media;
- 5) to determine the specifics of media promotion of the intangible culture of China.

The **research object** is identifying the communication potential of digital media in promoting and preserving Chinese culture.

The **research subject** are communication strategies and digital media tools in the popularization of Chinese culture.

The **research results.** The work reveals how digital media can contribute to the popularization and dissemination of Chinese culture, as well as aspects of the use of virtual reality and augmented reality technologies.

The master's thesis **structure** includes three main chapters with implicated topics as follows: (1) "Key Concepts of Chinese Culture in Media Promotion" is a literature review introducing the achievements of Chinese culture relevant in the context of media promotion; (2) "Digital media in the context of popularization of Chinese culture" which presents analyze the current status and characteristics of digital media system in China; (3) "Features of popularization of chines culture in digital media" which analyzes the application of virtual reality and augmented reality technologies in presenting Chinese cultural experiences.

The length of the thesis is 84 pages. It contains 2 tables, 1 figure, 1 appendix and 65 sources.

## ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

**Ключевые слова:** ЦИФРОВЫЕ МЕДИА, КИТАЙСКАЯ КУЛЬТУРА, МЕДИАПРОДВИЖЕНИЕ, КОММУНИКАЦИЯ, ГЛОБАЛИЗАЦИЯ, УНИФИКАЦИЯ ИНФОРМАЦИИ, ЦИФРОВЫЕ ТЕХНОЛОГИИ, ВИРТУАЛЬНАЯ И ДОПОЛНЕННАЯ РЕАЛЬНОСТЬ.

**Целью исследования** – определить потенциал и инструменты цифровых медиа в продвижении и сохранении китайской культуры.

**Задачи исследования:**

- 1) рассмотреть ключевые концепты китайской культуры для медиапродвижения;
- 2) определить возможности цифровых медиа в сохранении культурного наследия;
- 3) выявить инструменты эффективной коммуникации с помощью цифровых средств информации Китая;
- 4) проанализировать особенности популяризации материальной культуры Китая в цифровых медиа;
- 5) определить специфику медиапродвижения нематериальной культуры Китая.

**Объектом исследования** является выявление коммуникационного потенциала цифровых медиа в продвижении и сохранении китайской культуры.

**Предметом исследования** являются коммуникационные стратегии и инструменты цифровых медиа в популяризации китайской культуры.

**Результаты исследования.** В работе раскрывается, как цифровые медиа могут способствовать популяризации и распространению китайской культуры, а также аспекты применения технологий виртуальной реальности и дополненной реальности.

**Структура** магистерской диссертации включает в себя три основные главы со следующими темами: (1) «Ключевые концепты китайской культуры в медиапродвижении» представляет собой обзор литературы, знакомящий с достижениями китайской культуры, актуальными в контексте медиапродвижения; (2) «Цифровые медиа в контексте популяризации китайской культуры», в которой представлен анализ современного состояния и характеристик системы цифровых медиа в Китае; (3) «Особенности популяризации китайской культуры в цифровых медиа», в которой анализируется применение технологий виртуальной и дополненной реальности в представлении китайского культурного опыта.

Объем диссертации составляет 84 страницы. Работа содержит 2 таблицы, 1 рисунок, 1 приложение и 65 источника.