The Dissemination Path of the Chuanqing People's Culture Empowered by the Four-All Media

Lei Shuangyan, Tan Guixiang, Hu Lu*

School of Foreign Languages, Chengdu University of Information Technology, Chengdu, 610025, China

*lucyhu311@163.com

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Abstract: In the context of the four-all media, the dissemination of minority cultures has ushered in new opportunities. Based on this, this paper takes the Chuanqing people as research object, addressing issues such as the narrow channels of cultural dissemination and the crisis faced by ethnic inheritance. It deeply explores the application of the four-media in the cultural dissemination of the Chuanqing people. This article employs the methods of literature research and case analysis to analyze the predicaments of Chuanqing culture's development, and proposes effective and practical paths to promote the innovative evolution of Chuanqing culture in its inheritance process.

1. Introduction

The Chuanqing people are a group in the southwestern region of China, mainly residing in Guizhou. They possess unique cultural elements such as folk performances, bamboo strip weaving, and distinctive traditional clothing. However, their cultural inheritance is facing challenges, such as the dissemination channels are limited. In the era of all-media, full-media enables the full-chain cultural dissemination, holographic media enriches the presentation forms through new technologies, and all-effective media precisely disseminates through big data. This article attempts to deeply explore the application of all-media in the cultural dissemination of the Chuanqing people, analyze the paths to promote the inheritance and development of the Chuanqing people's culture in innovation, enhance their ethnic influence, and promote the formation of a new cultural dissemination pattern.

2. Full-media: The Entire Process of Cultural Resource Exploration and Dissemination

It covers the complete chain from the latent form to the form that can be perceived by the public, including not only the core exploration and dissemination steps, but also multiple sub-steps such as Preparatory research, mid-stage dissemination, and post-stage feedback.

2.1 Preparatory stage: Cultural Resource Exploration and Establishment of Foundation for Dissemination

Cultural resources arise from specific social and historical conditions and are the marks of human civilization and the crystallization of human wisdom, showcasing the cultural creativity and spiritual cohesion of the people of Chuanqing in different historical periods.[6]Professional organizations conduct in-depth research among the people, using methods such as field investigations and data collection, to systematically sort out cultural elements such as customs, skills, and language of the Chuanqing people, to accumulate materials for dissemination and deeply explore the cultural resources of the Chuanqing people, achieving comprehensive coverage of cultural content and creating a complete and systematic cultural system; in addition, Professional organizations clarify the dissemination goals, aiming to enhance the popularity of Chuanqing culture and strengthen group identity; at the same time,Professional organizations actively prepare various dissemination channels, combining traditional media with online media, to lay the foundation for subsequent dissemination.

2.2 Mid-stage: Multi-dimensional Dissemination of Chuanqing people's Culture

In the field of traditional media, a series of television documentaries are produced, using the camera to lead the public into the life of the Chuanqing people, and setting up interview programs to invite influential Chuanqing figures to enhance interaction; in China, the number of internet users reaches 802 million, among which the proportion of mobile internet users is 98.3%, and online media has become the main force.[3]Social media expands influence through short videos and topic discussions, video websites meet the fragmented viewing needs with documentaries and short dramas; in addition, the live streaming industry is booming, using live streaming technology to present festival activities and skill performances in real time, and taking advantage of the interactive features of live streaming to bring more dissemination traffic, fully presenting the charm of Chuanqing people's culture.

2.3 Post-stage: Focus on Effect Evaluation and Achievement Transformation

We analyze the dissemination data on various platforms through data analysis, explore popular content forms, and promote further optimization.We collect audience feedback, make adjustments and revisions based on suggestions, and cater to the mainstream direction. We utilize the cultural influence that has been formed to promote the development of Chuanqing people's culture, develop cultural products, and hold cultural activities. We achieve a positive transformation between culture and economy, and consolidate and expand the existing dissemination achievements.

3. Holographic Media: The Diversification of Presentation Forms of Chuanqing Culture

With the gradual application of holographic media technology, the presentation forms of Chuanqing culture have also ushered in a new opportunity for diversified development, which has injected brand-new vitality into its cultural dissemination.

3.1 The Development of the Internet Provides a Good Foundation for Holographic Media

The rapid development of the Internet, with its wide audience and profound influence, provides significant support for holographic media.

3.1.1 The Ultra-Spanning Transmission and Carrying Function of the Internet

The emergence of the Internet has further expanded the channels for information transmission among humans. During the process of information dissemination through the Internet, the speed of information transmission has been greatly enhanced, and the scope of information sharing has been infinitely expanded. [1]The Internet has the function of ultra-spanning transmission and carrying of information. The Internet breaks the limitations of time and space and can achieve the rapid and long-distance dissemination of Chuanqing culture information (such as language, customs, handicrafts, etc.). For example, by building Chuanqing culture-themed websites or social media accounts, the living customs and festival celebration of Chuanqing people can be disseminated to any corner of the country and abroad. At the same time, the massive digital storage space can also accommodate various cultural materials such as text, audio, and video, forming a systematic digital archive.

3.1.2 The Comprehensive Presentation of Minority Cultures via New Technologies

With the development of technologies such as 5G, VR (Virtual Reality), and AR (Augmented Reality), the presentation of culture has shifted from a single medium to immersive experiences, significantly enhancing people's sense of experience and interactivity. For example, Using VR technology to restore the performance scene of the "Nuoyu" (a type of ritual dance) of the Chuanqing people, users can watch the mask-making process and dance details in a 360-degree view; by using 3D scanning technology to digitize and preserve the embroidery patterns of the traditional clothing of the Chuanqing people, combined with AR technology, users can "try on" virtual clothing on their mobile devices, intuitively experiencing cultural details, making the culture of the Chuanqing people even more impressive and touching.

3.2 The Effect of Different Content Presentation Forms in Enriching Media

3.2.1 Text: accurate in expression

Language and writing serve as crucial carriers for the transmission, development and prosperity of culture. They are closely related to the formation and inheritance of historical and cultural identities, as well as the enhancement of a country's cultural soft power. [5] For example, writing academic articles such as "Analysis of the Cultural Symbolism of the Chuanqing People's Puppet Show Ceremony", deeply analyzing the ethnic identity and belief system behind the ceremony; through blog or column series, we publish Chuanqing people's proverbs and ethnic customs, and preserve the authenticity of cultural semantics through the precision of text.

3.2.2 Images: Vivid and Powerful Evidence

Images present the material forms of the Chuanqing people's culture in a visual way, enhancing the persuasive power of the communication. For example, High-definition photography records the process of making the "bamboo mat hat" of the Chuanqing people, showing the details from material selection to shaping through a series of pictures; Comparative images illustrate the differences between traditional clothing and modern modified versions, using visual language to explain the connection between cultural inheritance and innovation.

3.2.3 Short Videos: Scene-based Personalized Presentation

Short videos use dynamic images to recreate the living scenes of the people's culture, meeting the fragmented reading needs of users. For example, creating a short video that a girl from the Chuanqing ethnic group taught to everyone to sing a mountain song", presenting the cultural life aspect through the first-person perspective, attracting young audiences. Currently, short video platforms are very popular, with a large number of participants, spanning different age groups. Gaining attention on short video platforms is conducive to the vigorous dissemination of Chuanqing people's culture.

3.2.4 Emojis: Complex Emotions and Attitudes

Transform the elements of the Chuanqing culture into emojis to convey cultural symbols in an entertaining way. For example,Chuanqing people design dynamic expressions incorporating the image of the Chuanqing mask, using symbols such as "mask smile" and "mask surprise" to express emotions, allowing young users to naturally come into contact with cultural elements during social interactions;Chuanqing people combine traditional Chuanqing patterns (such as "Wan character pattern") to design chat background images or stickers, allowing cultural symbols to permeate daily online communication, achieving subtle dissemination.

4. Comprehensive Media: Precise Cultural Communication Effect

Comprehensive media is one of the "four-all media" concepts, which can maximize the effectiveness of communication and achieve precise cultural communication effects. Recently, the cultural communication of the Chuanqing people faces problems such as a single communication channel and insufficient ethnic differentiation, resulting in poor communication effects. To seize the development opportunity of the all-media era, it is urgent to enhance China's cultural communication and dissemination capabilities. [4] Therefore, combining comprehensive media with Chuanqing culture can expand communication channels, meet diverse needs, achieve precise communication, and help promote the inheritance and innovation of Chuanqing culture.

4.1 All-Effective Media: the Integration of Big Data Technology and the Culture of the Chuanqing People

The technological empowerment of all-effective media not only enhances the external communication capacity of Chuanqing culture but also provides a path for its development from inheritance to innovation. The improvement of the communication capacity of Chuanqing culture

enables more people to understand it, ensuring the inheritance of its distinctive culture. Meanwhile, the precise effect of Chuanqing cultural communication, with big data as a window, helps to understand the behavioral and psychological characteristics of consumers, grasp their overall consumption trends, and identify their personalized and potential demands. This enables the creation of Chuanqing cultural products that better meet their needs, promoting the development of Chuanqing cultural and creative industries and facilitating the innovative development of Chuanqing culture.

4.1.1 Big Data for Target Audience Positioning and Content Customization

To avoid the homogenization and creative products, it is necessary to deeply explore the consumption preferences collected by big data, draw consumer portraits based on demands, accurately position the target audience, and customize differentiated strategies. While implementing differentiated strategies, flexibility should not be lacking. Different demands should be combined with the distinctive features of Chuanqing culture to provide personalized content customization.

4.1.2 Cultural IP Development through Big Data: Cultural Tourism Integration

The industries in the Chuanqing region are small-scale and scattered, with insufficient innovation, resulting in insufficient development momentum for traditional culture. In the context of all-media, its cultural industry can leverage big data to shift its development direction to be driven by technology, creating a distinctive "Chuanqing Cultural IP". At the same time, by integrating the data of the Chuanqing region, different marketing strategies can be formulated, and services can be iterated improved based on tourists' evaluations to create the "Living Cultural Tourism" label. However, the current Cultural IP faces serious homogenization and weak copyright protection issues, which serve as a warning for creating the Chuanqing Cultural IP. Based on the ethnic cultural characteristics of the Chuanqing people, while complying with IP protection regulations, distinctive IPs should be created to enhance the dissemination power of Chuanqing culture.

5. Guarantees for a better dissemination of minority cultures

The rapid development of technology provides solid support. As the core framework for the deep integration of media, the four all-media platform offers technical, platform and audience coverage guarantees for the dissemination of the Chuanqing culture, facilitating multi-dimensional and wide-reaching dissemination, enhancing its cultural influence, and contributing to the formation of a new cultural dissemination pattern of "each being beautiful, and beauty shared together".

5.1 Policy Support

In order to further inherit and protect the Chuanqing culture, the government has introduced corresponding policies, encouraging the creation of high-quality Chuanqing cultural content and setting up special funds to promote ethnic minority cultural exchanges.

5.1.1 Encourage the creation of high-quality content and stimulate cultural creativity

The ethnic identity of the young people is still up in the air, but their customs are dying out little by little. [8] At the same time,the younger generation is increasingly less exposed to ethnic traditional culture. [9], which has led to a crisis in the inheritance of Chuanqing culture. Therefore, supporting high-quality cultural content of the Chuanqing people and enabling technology to empower creation, and promoting human-machine collaborative creation can greatly stimulate cultural creativity. There are many ways to support high-quality cultural content of the Chuanqing people. For example,The government will establish an incubation base for Chuanqing people's cultural content creation, providing creators with low-cost office spaces, equipment and facilities. Meanwhile, it will build a sound intellectual property protection mechanism for Chuanqing people's culture: by strengthening the punishment for infringement and raising the cost of such acts, it will protect creators' intellectual achievements and enable them to focus on creation with peace of mind.

5.1.2 Special funds to encourage cultural exchanges among ethnic minorities

After the 1990s, influenced by the wave of rural workers from the Chuanqing ethnic group moving to work in other places, they gradually joined the ranks of those going to work outside their hometowns. Especially around 2000, a large number of Chuanqing ethnic workers went to work in regions such as Yunnan, Guangdong, and Fujian. [7] Establishing a special fund for Chuanqing can encourage Chuanqing people to return to their hometowns to create high-quality content and better inherit excellent culture. Meanwhile, clarifying the application process for funds can ensure that the funds are precisely invested in high-quality content creation projects. The excellent part of Chuanqing culture is not only a treasure of Chuanqing people, but also an indispensable part of the Chinese nation. Building a platform for the exchange of the excellent culture of Chuanqing with that of other ethnic minorities is conducive to innovating culture in the collision of ideas and enhancing ethnic identity.

5.2 Talent Cultivation

5.2.1 Digital Resource Database and Big Data Talents

At present, there are relatively few young people among the inheritors of the culture, and there are even fewer people of the Chuanqing ethnic group who master digital technologies. As a result, the inheritance of Chuanqing culture is facing difficulties. Under such circumstances, it is necessary to strengthen cooperation with universities, establish a digital major of Chuanqing culture, invite inheritors of Chuanqing culture to give lectures, and accelerate the construction of a digital resource database of Chuanqing culture. Currently, by using intelligent technology means (AIGC) to construct a digital historical archive of the Chuanqing ethnic culture, it is possible to express the identity and cultural values of the Chuanqing people.[2] At the same time, the universities in Yunnan Province should serve as "incubators" for the development of big data, nurturing professional big data talents[5] and strengthen the construction of a professional talent team for Chuanqing.

5.3 Infrastructure

Under the impetus of national strategies , infrastructure construction in the Chuanqing area has shifted from filling gaps to improving efficiency. Besides traditional infrastructure, new digital infrastructure has become the core engine for regional development and is also the key to resolving the imbalance in regional development.

5.3.1 New digital infrastructure coverage's narrowing of the information gap between ethnic minority and developed areas

At present, the economy is developing rapidly, but regional development is uncoordinated. The digital divide between regions is constantly widening, further leading to uncoordinated regional development. Local authorities expand 5G and fiber optic coverage in the Chuanqing area and strengthen network infrastructure. Introducing technologies such as satellite remote sensing and the Internet of Things to facilitate the digital upgrade of industries like agriculture and tourism, and promoting technological empowerment, are conducive to improving the infrastructure in Chuanqing and play a major role in narrowing the information gap between the Chuanqing area and other developed regions.

6. Conclusion

In the era of integrated multi-media, the inheritance and dissemination of the Chuanqing people's culture have encountered a historic opportunity. This article, by analyzing the narrow dissemination channels and discontinuity in the inheritance of Chuanqing culture, systematically explores the application of multi-media in the dissemination of Chuanqing culture. At the same time, the guarantee system consisting of policy support, talent cultivation, and infrastructure construction further consolidates the foundation of cultural dissemination and stimulates the internal driving

force of Chuanqing culture. In the future, with the continuous iteration of media technology and the enhancement of the awareness of protecting ethnic culture, Chuanqing culture is expected to regain stronger vitality through inheritance and innovation. It will not only help the Chuanqing community strengthen their cultural identity but also inject fresh strength into the diverse and integrated cultural pattern of the Chinese nation, promoting the exchange and mutual learning among various ethnic cultures to achieve the prosperous vision of harmony in diversity.

Acknowledgment

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