

Research on the Driving Factors of Digital Cultural Industry under the New Media Environment

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Abstract: The digital cultural industry is an industry under the fusion of technology and culture. It is also an important field for the cultural industry development and a vital part of the digital economy in today's China. Under the environment of new media, technological innovation has shown multiple possibilities for the digital cultural industry. The digital operation of excellent culture provides plenty of ways for cultural display. Meanwhile, the introduction of digital cultural policies is also a national level of support for the digital cultural industry, and the promotion of demand for capital has become a strong driving force for the continuous innovation of the digital cultural industry as well.

Keywords: New media environment; Digital cultural industry; Driving factors

Under the facts of the development of digital technology and cultural industry, more extensive attentions have been put into the digital cultural industry, which is a rising industry setting cultural creative content as its core and relies on digital technology for creation, dissemination, production, and services.^[1] The digital cultural industry has become an important force promoting the progress of the cultural industry under the new media environment. The digital cultural industry market in China has reached a huge scale. Looking at the development status of Chinese digital cultural industry, the four most vital driving factors for its development are technological innovation and driving resources, policy promotion and market demand.

1. Digital technology accelerates the conversion of cultural industry

The development of informatization and digitization has provided more diversified cultures. In recent years, 5G, blockchain, mega data, virtual reality, cloud computing, artificial intelligence and other technologies have effectively accelerated the progress of the digital cultural industry. While these emerging technologies integrating with technological culture has also reconstructed the content and structure of the digital cultural industry.

Furthermore, the popularization of the Internet users and the development of information technology are the foundation and prerequisites for the pullulation of the digital cultural industry in both digital cultural products and digital cultural services. Today, under the environment of new media, the online platform created by digital technology enable the public to fulfill their spiritual and cultural needs without leaving home, such as online cultural activities: "Cloud Tourism", "Cloud Music Festival", or "Cloud Art Museum". Which means the digital cultural industry relies on the Internet and mobile terminals allow the public to break through regional restrictions. Meanwhile, the analysis of Hadoop can better push the audiences' interested cultural products, which provides better convenience to carry out cultural consumption.^[2]

2. Re-innovation of traditional culture drives the transformation of cultural industries

The digital cultural industry needs the nourishment of traditional culture, and the development of traditional culture also requires the use of digital technology for innovation and transformation. Under the environment of digital economy, it is necessary to change excellent traditional culture into new forms, which means innovating based on inheritance, carrying forward based on innovation, promoting the digital transformation and development of excellent traditional cultural resources, and empowering with digital technology Traditional and excellent culture.

Elements ranging from the ancient decoration design to the Zen thoughts can be integrated into digital cultural products, injecting a richer soul into the work, and bringing a stronger cultural support. For example, the mobile terminal simulation business game "Hundred Scenes of the South of the Yangtze River" which launched in March 2020. Players need to play the role of "Wen Zhengming" to become a designer of the city. Building, planning and layout, arranging the living and working of residents, and repainting the grand scenery of the south of the Yangtze River. The Chinese characteristics of "Hundred Scenes of the South of the Yangtze River" in its form and content have been sought after by a large number of young players, and it has been downloaded more than 5 million times in just one month. This way of expression, which is more easily accepted by the young people born in the 1990s and 00s, can also better convey the feelings of the country and the humanities to the young people.

The digital cultural industry in the era of new media contains multiple forms of video, games, art, music, animation, etc., and re-innovates and deepens its connotation through expressions full of digital technology. Digital technology has created a new way

to promote the excellent Chinese culture, and this new path provides strength for the construction of a cultural power and a network power.

3. Policies provide a good environment for the digital cultural industry

The digital cultural industry has developed rapidly in recent years. As an emerging industry, it has also received the attention and support of the government, and a series of major policies have been made to provide a favorable development environment for the development of the digital cultural industry. In 2017, the Ministry of Culture emphasized “building Digital cultural industry innovation ecosystem”. In 2020, the “Opinions on Promoting the High-Quality Development of the Digital Cultural Industry” issued by the Ministry of Culture and Tourism put forward several proposals in terms of consolidating the foundation for the pullulation of the digital cultural industry, cultivating new formats of the digital cultural industry, and building a digital cultural industry ecosystem. The promulgation of a series of relevant national policies has created a positive and good external environment for the progress of the digital culture industry, which is more conducive to promoting the development of the digital culture industry.

Informatization has brought a once-in-a-lifetime opportunity to China. Since the 19th CPC National Congress, building the internet power and digital China has become an important strategic strategy for Chinese government. The integration of culture and digitalization can give birth to several new cultural formats and extend the cultural industry chain. Under environment of technological and industrial revolution, the development of digital technology is of far-reaching significance. This is the new pattern and creation of promotion of industrial change in China, and it is an important approach and a strategic choice to seize the commanding heights of international competition and the initiative in technology development.^[3]

4. Market demand

With the widespread popularity and rapid development of smart mobile terminals, the demand for information is increasing in public. Users need all-weather, real-time information presentation, and market demand and consumer user stimulation mean the cultural industry must be innovated. After many experiences such as webcasting and 3D movies, the deep-seated needs of the public have been stimulated. 4D5D movies, VR virtual reality, AR games and other cultural content services that optimizing the experience continue to be presented.

The demand for digital culture from the market and users continues to increase. Only by continuous innovation can digital culture companies continue to adapt the needs of the market. This also forms one of the essential driving factors for the pullulation of the digital culture industry.

Recently, digital culture industry arrived in modern China has experienced explosive development. However, due to the short development time, there are still some problems in China’s digital culture industry, such as significant contradiction between supply and demand, shortage of compound talents, uneven development of enterprises, and high-quality digital lacking for cultural original IP, etc. Under the environment of new media, we should seize the strong driving force for cultural models and cultural consumption, fully explore excellent cultural resources, grasp cultural content, and strive to stimulate digital culture Creative innovation. On the same time, we should strengthen the combination of creative level and technical breadth, depth, height, and span as well.

5. Conclusion

As an emerging era, the digital cultural industry is mainly affected by factors such as technological progress, resource-driven, national policies, and user markets. Under the environment of new media, the digital cultural industry in China has entered the highway of development. To promote the high-quality progress of digital cultural industry in China, there are still many needs for supporting, improved regulations, original content, technological innovation, extension of the industrial chain, and the establishment of a talent training system, which will promote the rapid pullulation of digital cultural industry in China.^[4]

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