The Revival of Traditional Cultural Brand Genes with Media Convergence*

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Under the background of media convergence, a new path has been established for the development of traditional cultural brands. By exploring the balance point of representative elements of traditional cultural brand genes and media convergence in the form of digital media, this paper analyzes the founding value and advantages of traditional cultural brand genes, transforms the representative elements of traditional cultural brand genes into visual traces, and extends its information characteristics with digital technology. The research gives new vitality to the genes of traditional cultural brands, enhances the social space and cultural value of traditional cultural brands, and drives the development of digital cultural and creative industries.

Keywords: traditional culture, brand gene, representative elements, digital technology, media convergence

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The digital cultural and creative industry under the background of media convergence and communication is a knowledge-intensive green industry (Tian & Wen, 2008). Nicholas Groponte, a scholar at the Massachusetts Institute of Technology, summed up media convergence as “all kinds of technologies and media forms are brought together” (Baldwin, McVoy, & Steinfield, 2000). Henry Jenkins, an expert in the perspective of American cultural history, further explained on this basis, “Media integration communication involves technology, industry, culture and social changes, etc” (Jenkins, 2012). Therefore, the concept of media convergence covers various aspects such as media information, digital technology, and interactive interpretation of media. In the new era, the abundant traditional cultural resources of various regions are integrated with digital media technology. The representative elements of brand genes in the digital media information are recreated, which can make the digital cultural and creative industry the driving force for economic growth. This article is precisely by exploring the balance point of traditional cultural brand genes and media convergence in the form of digital media. Based on a variety of media information carriers, this research integrates representative elements of traditional cultural brand genes, and reconstructs its specific brand genes, so that the artistic essence in traditional cultural resources can be widely spread. The brand genes will also be

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revived with the support of modern media technology and digital art packaging. Integrated the brand gene representative elements of traditional cultural characteristics, the promotion of digital media platforms has been endowed with new vitality. The representative elements use digital media art to evoke new connotations of traditional cultural brands, in order to provide more exemplars and possibilities for the creative space of traditional cultural brands, and to promote the development of digital cultural and creative industries.

The Revival Value of Traditional Cultural Brand Genes

In the information age with the rapid development of digital media, the resurrection of a strong traditional cultural brand gene can jump out of the competition and lead the fashion, continue to arouse the audience’s perceptual experience and arouse the public’s attention to the traditional cultural brand genes. It is an effective strategy for the long-term operation of the market. Quickly establishing links with consumers and gaining recognition is the focus of the inheritance and expansion for current traditional cultural and creative brands. At the same time, international exchanges and cooperation among industries should be strengthened. In the field of cultural and creative industry development, traditional cultural and creative brands should be more clearly defined in terms of the breadth, depth and influence of spatial communication.

Advantages of Creative Development of Traditional Cultural Brands

One of the advantages of the creative development of traditional cultural brands is that they have a variety of media forms. As a result, the audience can obtain more abundant cultural information through a variety of media forms. Traditional cultural brands are presented to the public in the form of images and videos, cultural and creative products, and interactive experiences. While carrying the amount of visual information, the genes of traditional cultural brands are also the expansion of their social and cultural space. The revival, inheritance, and reconstruction of traditional cultural brand genes are to analyze the artistic genes of different traditional cultural brands, systematically extract and shape their representative elements, and rely on modern media to spread. This intuitive and creative application of artistic visual language provides a theoretical basis and strategic guidance for the resurrection, protection, and inheritance of traditional cultural brand genes, so as to meet the spiritual and aesthetic needs of people in the information age.

Another advantage of the creative development of traditional cultural brands is that they have broad market prospects. The traditional cultural brand creative industry involves many types, mainly in the field of cultural and creative industries, consumer services and network service, etc. Through the establishment and improvement of the digital cultural resource library, the systematic integration of traditional cultural brand genes will form a fast and convenient information channel for the cross-integration of cultural brand gene systems and digital media technology. Traditional cultural brands should find their distinctive positioning points in the process of communication, implement personalized and differentiated positioning management, generate a large number of brand memories through digital media communication and audience consumption experience, occupy industry consumption cognition, and make brand genes become a bridge for audience and consumption.

In addition, the creative development of traditional cultural brands is also highly integrated, which contributes as another advantage. Industrial activities include film art, tourism, leisure, food, entertainment, etc. (Bai, 2014, pp. 5-7). It is necessary to coordinate development among various industries to meet the needs of
various cultural consumers, find rules of digital media communication in creative practice, analyze and summarize the experience of digital design application, horizontally broaden the communication channels for the revival of traditional cultural brands, and promote the use of digital media technology in the process of traditional cultural brand gene dissemination. Therefore, the dissemination power of traditional cultural brand genes can be stimulated.

The Transforming Value of Traditional Cultural Brands in Cross-media Convergence

The transforming value of traditional cultural brands in cross-media convergence is a concentrated expression of their brand spiritual needs. In the process of cross-media convergence and transformation, the representative elements of traditional cultural brand genes must resonate with the audience, form a common memory point, and generate a sense of cultural identity. Its core values are mainly reflected in the following three aspects: The first is “abundant knowledge”. The cross-media convergence and transformation of traditional cultural brand genes with digital creative concept as the core is the materialized expression of people’s thinking inspiration in a specific industry (Zhang, 2007, pp. 107-123). The creative resurrection of traditional cultural brand genes is closely related to the application technology of media communication. The second is “high extra value”. The cross-media convergence of traditional cultural brand genes lies in the innovation, research, and development of technology. Cultural products in the creative industry belong to the high-end link of the industrial value chain, and the proportion of the additional value of the creative cultural industry is significantly higher than that of ordinary products. The third is “strong integration”. The cross-media convergence of traditional cultural brand genes has turned to a high degree of integration and unity, and has strong potential of spreading and influence. It is the product of the mutual integration of economy, culture, and technology. It has created conditions for the revival of traditional culture brand genes and the development of related industries.

Representative Elements of Traditional Culture Brand Genes and Characteristics of Information Media

Representative Elements of Traditional Culture Brand Genes

The revival of traditional cultural brand genes should pay attention to the development of representative elements. Representative elements refer to distinctive national, cultural, and artistic characteristics. Different traditional cultural brand gene elements should retain their own artistic style and characteristics in the process of cross-cultural communication. Representative elements can break through the information boundary between groups and individuals, extend in the global cultural field, and have a significant impact on the cross-cultural communication of brands. On the basis of retaining its own genetic elements, traditional cultural brands under the convergence of media summarize, exaggerate and beautify the natural state of their traditional cultural brand genes. Consequently, the revived representative elements of traditional brand genes can win the love of the public.

The representative elements of traditional cultural brand genes under media convergence should be creative, functional and aesthetic. Creativity is the extraction and shaping of typical genetic elements in traditional culture, combined with the characteristics of traditional artistic images, to transmit national culture to the future, so that the brand genes are like natural life in a cycle. Functionality enables the traditional cultural brand gene to have a multi-dimensional overall brand visual effect under media convergence, and the audience
can establish a solid identification foundation and good adaptive function through a deep understanding and cognition of the cultural brand genes. Aesthetics refer to the establishment of its own unique aesthetic language system for digital art images through specific brand information, scale ratios, color crafts, etc., so that the traditional cultural brand genes have a diverse and flexible visual system.

**Characteristics of Information Media Under Media Convergence**

The information medium under the media convergence has the characteristics of interactive entertainment, virtual reality and replicable collection. These media features disseminate information contained in the form of analog recording, processing display, storage transmission, and so on. Scholars from the Communication University of China have defined the characteristics of this information medium as follows: “The medium can be integrated with vast virtual space to generate interactive interest. Specific information, emotions, and beliefs can be integrated into the premise of transcending participants’ traditional cultural identities. Collected together, the medium can form a new scene of digital media integration” (Duan, 2020, pp. 5-10). The information medium under media convergence fully reflects the uniqueness of traditional cultural brands, and can meet the audience’s needs for an interactive experience with multiple senses such as sight, hearing, smell, and touch. The dynamic information medium can combine with the virtual reality space to enhance the audience’s multi-sensory stimulation, eliminate the audience’s visual fatigue, and strengthen the audience’s pursuit and expectation of traditional cultural genes. The reproducible collection of information media can promote the persistence of traditional cultural brand genes, which is conducive to the return of traditional cultural brands to the public.

The interactive entertainment feature defines the content and structure of the interaction between two or more individuals, so that they cooperate with each other and express a certain meaning together (Bao & Zhang, 2019, pp. 71-73). The creation of interactivity establishes an entertaining link between people and brands (Du, 2016, pp. 9-10). The goal of interactive entertainment can be analyzed from two levels: “usability” and “user experience”, focusing on people-oriented user needs (Liu, 2016, p. 90). For example, the information dissemination of the traditional cultural brand image is a one-way output through a single channel, while the traditional cultural brand under the integration of media can become a two-way and peer-to-peer information exchange through the form of communication, and digital media technology can give information feedback more vividly. On the basis of exploring the practice of interactive media, by touching digital media screens, for example, the spatial dimension of design can be expanded. Moreover, the fixed information mode of traditional culture can be extended into the characteristics and attributes of cultural creative products in an interactive and interesting form. Furthermore, media convergence can realize the interactive function between people and traditional cultural brand image, and form a complete multi-media integrated communication channel.

The characteristics of virtual reality (VR) mean that VR technology integrates the development of digital technology and information technology, and expands a broader creative space and communication space for traditional cultural brands (Deng, 2005, pp. 1-5). Virtual reality simulates and displays the visual image of traditional cultural brands in reality on the screen through digital technology, and can be displayed at any time without the limitation of space and time. Due to the strong simulation ability of digital technology, with digital technology and digital equipment for re-creation, people can feel the size and shape of virtual objects, and can
jump out of the shackles of reality to create novel visual images that do not exist in reality (Zhou, 2017, pp. 32-35). For example, in real life, through VR equipment, the human sensory interaction system and the spatial perception system are simulated to complete the interaction, so that the representative elements of traditional cultural brand genes are more realistically and effectively presented.

Replicable collection refers to the abundant cultural information carried by the representative elements of traditional cultural brand genes in media integration and communication. Based on a wide range of digital technology support and communication channels, it can realize multiple replications without losses in transmission. They are not simple mechanical reset, but a digital media system that crosses regional boundaries and cultural barriers. While crossing the physical boundary of cultural communication, the replicable collection feature not only integrates the mutual constructing relationship between technology and culture, but also reflects the wisdom and elegance of media convergence.

The Paths for the Revival of Traditional Cultural Brand Genes

The revival paths of traditional culture brand genes are not flat infrastructures but refer to the ability to reconfigure various interrelations and create a new communication and application ecology for brand genes. The path mainly involves static planar path, multi-dimensional dynamic path, and interactive experience path. The effective integration of technology and culture requires the intervention of information media platforms to promote the achievement transformation of traditional cultural brand gene media, accelerate the establishment and realization of cultural and creative industry application chain. Thus, the diversified development trend of revival paths has gradually become the main channel for the public to obtain information.

Scalability of Static Planar Paths

The expansion and extension of the static planar path is the key point for the application of media convergence. The dissemination of traditional cultural brands should first focus on the establishment of a static planar system, and imperceptibly make the brand genes into a unified yet changeable brand system. The carrier path of the static plane of traditional cultural derivatives enables consumers to obtain relevant cultural experiences through products, and its traditional cultural brand image conveys aesthetic needs through visual media such as symbols, crafts, and products. Secondly, the static plane path can extend and disseminate the representative elements of traditional cultural brand genes, arouse the audience’s memory of the traditional cultural connotation with a symbolic meaning behind the brand genes, and arouse the audience’s sense of spiritual belonging and identity.

Traditional cultural brands have both commercial and cultural attributes. In the era of brands explosion, the three-dimensional and multi-angle establishment of brand images of different traditional cultures can strengthen the impression of the personalized language of brand genes in the audience. For example, “Xu Xiaoming Traditional Chinese Medicine Surgery Clinic” has established a good reputation among patients with its noble medical ethics. In its brand image system, the elements of traditional Chinese medicine represent “Refinement” and “Pills”, which symbolize longevity in Chinese traditional culture. The alchemy furnace shape of the family gene inheritance symbol is used as a creative concept, and a complete image of the Xu family emblem is created through various transformations and combinations. The brand expresses the harmonious relationship between humans and nature through tangible outlines and intangible humanistic
connotations. This open path of cultural gene elements shows the profound cultural heritage of traditional Chinese medicine that integrates both inside and outside expression of culture.

**Timeliness of Multi-dimensional Dynamic Path**

The multi-dimensional dynamic path includes different media platforms such as social networks, audio and video streaming media, and search engines. Through the display of the media platform and the active and efficient time path output, the audience’s understanding and memory of cultural brand information can be strengthened. The genetic factors contained in the cultural brand information can trigger the common thinking phenomenon of the group for a certain period of time in the fixed media platform. The audience needs to have a certain cognitive appreciation in order to glimpse its wonderful cultural connotation. Therefore, the multi-dimensional dynamic path transformation is carried out on the basis of the static planar path. The continuity and impact of the audience receiving information are enhanced through the change of the form and structure of digital media, the progressive picture level and the expansion of time dimension, and the increased amount of information of the path. Consequently, the enhanced brand information enriches the situation of cultural information transmission.

The appearance of the connotation of cultural genes will change with the aesthetic development of the times, but its core value will remain unchanged. For example, the Christian Dior Resort 2021 early spring adult series of multi-dimensional dynamic blockbusters jointly produced and released by French fashion brand DIOR and Chinese photographer Lei Anqiao uses multi-dimensional dynamic media language structures and paths across time to construct a poetic fantasy scene like Greek mythology. The models wore retro gauze skirts, headbands, and wrist ornaments cruising under the ancient trees. The audience felt the changes in the time dimension as if they were traveling, and intuitively experienced the beauty of femininity and strength displayed by women. The brand perfectly interprets the romance and enthusiasm emanating from the representative elements of French cultural brand genes, showing the lasting natural and cultural feelings.

**Presupposition of Interactive Experience Paths**

The presupposition of the interactive experience path is a kind of exploration aspiration that comes from the heart. Through the early prediction and setting, people with different cultural backgrounds and symbolic systems can carry out information dissemination and cultural exchange through the interactive platform path. First, according to the concept of multiple symbioses in traditional culture, the representative elements of brand genes and symbolic information are sorted, combined, and reconstructed. A completely interactive experience path is synthesized through the coordination and processing of important media information such as dynamics, sound effects, and space. It conveys the cultural stories carried by the brand genes, which not only highlights the overall picture atmosphere but also achieves the goal of building a multi-dimensional symbiotic brand culture.

**Conclusion**

In conclusion, the renaissance of traditional cultural brand genes needs to be carried out in a new creative mode. Based on the perspective of the resurrection value of traditional cultural brand genes and the direction of cross-media integration, this research discusses the representative elements of traditional cultural brand genes.
and the development form of media convergence. With the help of digital technology platforms to build digital traditional cultural brands, invisible traditional cultural gene elements are transformed into visible traces. The research also gives traditional cultural brand genes new vital signs to reflect the multi-integration of traditional cultural spirits and enhance the social value of traditional cultural brands.

References


