

# The Role of Digital Media in the Protection and Inheritance of National Culture——Taking the Ethnic Minorities in the Southeastern Coastal Areas of China as an Example

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**Abstract:** Digital media are playing an increasingly important role in contemporary society, especially in preserving and transmitting ethnic cultures with great potential. This paper uses qualitative and content analysis research methods to explore the role of digital media in preserving and transmitting ethnic minority cultures, taking ethnic minorities in the southeast coastal region of China as an example. The findings show that digital media provide a broad platform for ethnic minorities, promote the preservation, dissemination and innovation of cultural resources, and enhance the cultural confidence and identity of ethnic minorities. However, issues such as the digital divide and the commercialization of culture have also challenged the role of digital media in preserving and transmitting ethnic cultures. Therefore, in order to better play the role of digital media, we need to strengthen policy guidance and increase investment, while focusing on social participation and the autonomy of ethnic cultures.

**Keywords:** Digital Media; Conservation; Heritage; Ethnic Culture; Southeast Coast of China; Ethnic Minorities

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## 1. Introduction

In today's rapidly evolving digital age, digital media plays an extremely important and indispensable role. It plays a key role not only in promoting cultural communication, but also in preserving culture.<sup>[1]</sup> Especially in the coastal region of southeast China, a rich land inhabited by many unique minority groups with rich and diverse cultural traditions and ethnic resources. These precious heritages need to be passed on and protected to ensure their continued prosperity and appropriate presentation in this digital age. Therefore, this paper will explore in greater depth the indispensability of digital media in preserving and transmitting the culture of ethnic minorities in the coastal region of southeast China and analyze in detail the various challenges that digital media face in this process. From the perspective of cultural preservation, digital media offer unlimited opportunities for preserving, organizing, and disseminating the unique cultural heritage of ethnic minorities. Through digital means, these precious cultural elements can be communicated to audiences around the world in a wider range of ways, further broadening the scope of cultural exchange.<sup>[2]</sup>

## 2. The Role of Digital Media in Preserving and Transmitting National Culture

### 2.1 Preservation and dissemination of cultural resources

Digital media provides a new way through which the cultural resources of ethnic minorities can be preserved, disseminated and displayed more comprehensively, breaking the limits of time and space. The widespread use of digital technology has enabled the traditional music, dance, painting, and other art forms of ethnic minorities to be better recorded, stored, and passed on, breathing new life into their cultural resources. To take an example, consider the folk music of a small tribe, a unique art form that in the past may have been performed only on specific occasions and in specific places, known and appreciated by only a few people. However, through the intervention of digital media, this music can now be disseminated to a much wider audience through audio platforms. People can enjoy the beautiful melodies of this music at different times and places, simply by using their cell phones or computers. This not only broadens the audience for the music, but also allows traditional music to cross borders and cultural differences, allowing more people to gain insight into and appreciate the unique culture of this small tribe. A similar situation can be applied to traditional handicrafts, which can be quickly spread around the world through the sales channels of e-commerce platforms, sharing the wonderful handicraft techniques and arts with more people. In conclusion, digital media provides a powerful tool for the wide dissemination and

transmission of minority cultural resources, enabling the permanent preservation and worldwide transmission of these valuable cultural heritages.

## **2.2 Cultural Innovation and Heritage**

The emergence of digital media provides a unique and broad opportunity for the innovation and transmission of minority cultures. Led by digital media platforms, the younger generation of ethnic minorities can more easily access and learn more about traditional culture, and at the same time use the innovation of digital technology to fuse traditional culture with modern elements and rejuvenate it with a new look, thus promoting the inheritance and development of culture. For example, some young people with minority backgrounds have used short video platforms to showcase traditional dances and folk customs, which have attracted widespread attention and spread, greatly contributing to the inheritance and promotion of culture. Through the extensive use of digital media, ethnic minority cultures have been more deeply explored and presented, allowing the world to better understand and appreciate the unique charm of ethnic minorities.

## **3. Digital Media in Practice in the Culture of Ethnic Minorities in the Coastal Region of Southeast China**

### **3.1 Construction of digital media platform**

Ethnic minority regions in southeast China's coastal areas are actively making use of digital media platforms for extensive and comprehensive cultural dissemination and preservation. In order to promote the inheritance and development of minority cultures, governments and social organizations in various regions have taken active measures to promote the construction of digital media platforms, such as developing various ethnic culture APPs, ethnic culture websites and other diversified digital media platforms, which provide convenient and efficient channels for the dissemination of minority cultures. These digital media platforms not only provide rich and colorful cultural contents, but also provide opportunities for interactive communication, making the cultural dissemination of ethnic minorities more extensive, diversified and in-depth. Through these innovative platforms, minority cultures have been able to gain more exposure and understanding, promoting exchanges and integration among different cultures and strengthening the stable foundation of national unity and social development.

### **3.2 Social participation and cooperation**

Digital media plays an extremely important role in preserving and transmitting ethnic culture, and it has inspired a wide range of active participation and cooperation from all sectors of society. Stakeholders such as governments, schools, and social organizations share a common responsibility and mission to join forces to carry out several meaningful digital media projects, and to further encourage the young generation of ethnic minorities to actively integrate into the field of digital media creation and dissemination by providing comprehensive training and unfailing support. This joint effort will inject new energy and momentum into cultural heritage and development. Therefore, we should pay more attention to this field and create more favorable conditions for the further development of digital media.

## **4. The Challenges of Digital Media in Preserving and Transmitting Ethnic Culture**

### **4.1 Digital divide issues**

In the current social development, we have gained a better understanding of the digital divide. Studies have found that this phenomenon is prevalent globally, especially in some economically underdeveloped regions. This phenomenon has a profound impact on the lives of local populations, especially for minority regions. For example, in one African country, many residents in remote areas have difficulty accessing the Internet and digital devices due to poor infrastructure and lagging economic development. This has led to serious restrictions on the popularization and application of digital media in these areas, making it impossible to effectively disseminate and protect a portion of precious cultural resources.

In order to solve this problem, the Chinese government and all sectors of society have taken active measures. For example, the Chinese government has implemented a series of poverty alleviation policies to help poor regions improve their infrastructure and

raise the Internet literacy of their residents. At the same time, Chinese technology companies and public welfare organizations are also actively involved in poverty alleviation efforts to promote the popularity and application of digital media in ethnic minority areas. For example, well-known companies such as Alibaba and Tencent have helped ethnic minority regions better integrate into modern society by setting up foundations and conducting public welfare activities to provide digital education and healthcare services.

In addition, China is also actively promoting international cooperation to address the digital divide with countries around the world. For example, China is working with African countries on the "One Belt, One Road" cooperation to jointly promote infrastructure development and improve Internet access for local residents. Through these efforts, we believe we can narrow the global digital divide in the future and allow more people to benefit from the development of digital technology.

## **4.2 The Dilemma of Cultural Commercialization**

The popularity and development of digital media have brought great convenience to people's lives, but at the same time, they also face the dilemma of cultural commercialization. On digital media platforms, some commercialized contents and commercialization practices may adversely affect the authenticity and purity of minority cultures. For example, some businesses may adapt, tamper with or distort traditional minority cultures in pursuit of profits, thus misleading consumers and destroying the original face of these cultures. To solve this problem, we need to strengthen regulation and guidance to ensure the quality and authenticity of cultural content on digital media platforms. Firstly, the government and relevant departments should increase the supervision of digital media platforms and investigate and deal with content that violates relevant regulations. Secondly, enterprises should consciously assume social responsibility, strengthen the review and management of content, and eliminate undesirable commercialization practices. Finally, we also need to strengthen cultural education for the public and improve people's respect and understanding of minority cultures. Only by strengthening supervision, guidance and education can we ensure that the quality and authenticity of cultural contents on digital media platforms are guaranteed and contribute to building a healthy and harmonious cyberspace.

## **5. Conclusion**

Digital media have played an active role in preserving and transmitting the culture of ethnic minorities in coastal areas of southeast China. Through digital media platforms, cultural resources have been preserved, disseminated and innovated, promoting cultural confidence and identity among ethnic minorities. However, issues such as the digital divide and the commercialization of culture have also challenged the role of digital media. Therefore, in order to better leverage the role of digital media, we need to strengthen policy guidance and increase investment, while focusing on social participation and ethnic cultural autonomy.

## **References**

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