

Research on the Communication of Sichuan Ancient Poetry Culture from the Perspective of Converged Media

Jia Liu¹ Yiting Fu²

^{1,2} School of Foreign Languages, Chengdu University of Information Technology, Chengdu, Sichuan 610030, China

²Corresponding author. Email: fuyiting@cuit.edu.cn

ABSTRACT

Sichuan Province not only is a treasure trove of excellent traditional Chinese culture of the Chinese nation, but also carries a profound historical heritage in its ancient poetry culture. In the context of the rapid development of new media technology, exploring effective communication paths for Sichuan's ancient poetry culture in contemporary society is of great significance for enhancing Sichuan's cultural soft power, promoting cultural confidence, and promoting the integration of culture and tourism. This article aims to analyze the current situation of cultural dissemination of Sichuan ancient poetry using integrated media technology in the converged media environment, systematically analyze the challenges faced, and propose corresponding strategic innovations, in order to provide scientific theoretical support and practical guidance for the inheritance and development of Sichuan poetry culture, and enhance local cultural soft power.

Keywords: *Converged media, Sichuan ancient poetry, Culture communication, Strategies.*

1. INTRODUCTION

The report of the 20th National Congress of the CPC proposed: "Adhere to the position of Chinese culture, extract and showcase the spiritual symbols and cultural essence of Chinese civilization, accelerate the construction of Chinese discourse and narrative system, tell the story of China well, spread the voice of China well, and present a credible, lovely, and respectable image of China"[1]. Throughout the five thousand years of excellent traditional Chinese culture, poetry carries the poets' personal affections and humanistic features. It also serves as an important way for the world to understand Chinese traditional culture. The ancient sages also put forward the viewpoint that "You won't be able to talk properly with others studying *The Book of Songs*"[2]. Sichuan, as a place with a long history and profound cultural heritage, is not only renowned for its stunning natural scenery, but also shines brightly due to its long-standing poetry culture. Since ancient times, it has been a cradle of inspiration for literati and scholars. In today's booming development of new media technology, using converged media as a

medium to activate and spread the deep charm of Sichuan poetry and its culture has become a topic that needs further research. This paper aims to analyze the strategy and effective approaches of the "Poetic Sichuan" image from the perspective of converged media, and to explore the positive role of this process in promoting the deep integration of Sichuan cultural tourism.

2. CONVERGED MEDIA

Driven by internet technology, traditional media and new media have achieved deep integration through technological means and content innovation, shaping a new form of media. In recent years, China's convergence media platforms have developed rapidly and the number of users has steadily increased. These phenomenon reflect the adaptability of convergence media platforms to meet the needs of users in the digital age[3]. Therefore, converged media will inevitably become a key carrier for the public to understand poetry culture. By analyzing the characteristics of major integrated media platforms, it is helpful to

understand their roles and functions in the communication of poetry and culture.

2.1 Main Characteristics of Converged Media

Converged media is a new form of media that has emerged with the development of media technology. It integrates the content of traditional media such as radio, television, newspapers, and magazines, achieving the integration and fusion of news information[4]. Its main features include:

2.1.1 Multi-platform Integration

Convergence media can release and spread content through TV, Internet and other channels to achieve seamless connection between different media. This integration is not limited to the technical level, but more important is the integration of content, services and user experience.

2.1.2 Strong Interactivity

Compared to traditional media's one-way information transmission method, converged media emphasizes audience participation and interactivity. Users can provide feedback and participate in the production and dissemination of content through social media, comment sections, and other means. By doing so, it can form a two-way or multi-directional information exchange mode.

2.1.3 Personalized Customization

Converged media utilizes technologies such as big data analysis to tweet personalized news and services based on users' interests and preferences, meeting the needs of different groups. This precise content delivery helps improve user satisfaction and also brings a broader audience base to media organizations.

2.2 Major Converged Media Platforms

2.2.1 WeChat

As the most widely used social application today, WeChat official account and applet functions can provide diversified channels for the dissemination of Sichuan poetry culture. Through articles, illustrations, audio explanation and other forms, the official account can deeply explore the story and cultural connotation behind Sichuan poetry and build a stable subscriber group. For

example, the official account of "Bashu Poetic Charm" regularly publishes the interpretation of works of local Sichuan poets and other contents, and forms a stable poetry loving community by using community operations. And the applet highlights interactive experiences, such as the poetry dragon game, which adds fun to the dissemination of poetry culture.

2.2.2 Short Video Platforms

Now the popular APPS like Tiktok and Kuaishou, with their powerful algorithm recommendation mechanism, have become an important channel to spread Sichuan poetry culture. For example, the series of short videos of "Learning Ancient Poems in One Minute" and the introduction of Du Fu's "Joyful Rain on a Spring Night" with Dujiangyan as the background make Sichuan ancient poems reach young audiences in a more acceptable way and expand the scope of communication through interesting interpretation and animation analysis. The instant feedback mechanism of short videos is also convenient for monitoring the dissemination effect and adjusting the dissemination strategy in a timely manner.

2.2.3 Weibo

As a social platform, its information dissemination speed is fast, the topic is heated discussed. For these, it is suitable for carrying out large-scale cultural communication activities. Setting up hot topics around "Poetic Sichuan", such as # Beauty of Sichuan Ancient Poetry # and # I Read Ancient Poetry in Sichuan #, can attract the attention and discussion of netizens with the participation of celebrities. Doing so, it can effectively enhance the influence of Sichuan poetry culture.

2.2.4 Bilibili

As a platform favored by young people, its unique functions and long-video advantages provide a creative space for the dissemination of Sichuan poetry and culture. By producing high-quality cultural interpretation videos, poetry MVs, documentaries, and other genres of videos, UP hosts delve into the deep value of Sichuan poetry culture. At the same time, the platform's interactivity encourages users to send real-time comments, or "danmu". Finally, it can create a good communication atmosphere and enhance the depth and breadth of content dissemination.

Various mainstream converged media platforms, with their unique communication advantages, have jointly constructed a communication matrix for Sichuan poetry culture in the era of convergence media and have provided possibilities for the modern inheritance and innovation of Sichuan poetry culture. By accurately positioning the platform characteristics and target audience, it can effectively promote the widespread dissemination and deep influence of Sichuan poetry culture.

3. CURRENT STATUS OF THE CULTURAL COMMUNICATION OF SICHUAN ANCIENT POETRY

In recent years, through the skillful use of diverse media and innovative dissemination of content, Sichuan has adopted a series of effective strategies in spreading poetry and culture. And these strategies have enhanced the visibility of local culture and effectively promoted the dissemination of Bashu culture and made the concept of "Poetic Sichuan" deeply rooted in people's hearts.

3.1 Typical Cases

According to the data in the *Statistical Report on the Development of China's Internet*, the number of active users of short videos in China's modern media has reached 888 million, and the average daily active duration of short videos is 125 minutes/day [5]. Sichuan actively conforms to this trend. With the help of short video platforms such as Tiktok and Kuaishou, Sichuan has set up a series public benefit lectures on new media communication, and has invited well-known scholars and poets to explain the historical background, artistic characteristics and artistic technique of poetry. These lectures not only enrich the public's knowledge, but also improve people's appreciation of poetry culture.

Sichuan Provincial Government and Sichuan Poetry Association jointly organized various poetry competitions and cultural activities. They promoted activities through official channels and used new media platforms for live or recorded broadcasts to increase the influence. In addition, topic discussions and interactive activities are also conducted on social media to attract the attention and participation of young people.

For example, short videos series "Nanchong in Poetry", were organized by *Nanchong Daily* and launched through activities such as "Reading the Poetic Nanchong to You" on "Nanchong View"

APP. It not only presents the beautiful natural scenery of Nanchong to the public, but also cleverly integrates Sichuan poetry with modern life, inspiring deep resonance among netizens and showcasing a new model of poetry and culture dissemination in the new media environment.

The "Extraordinary Poetic Sichuan" series launched by the "Chuanguan News" APP invited the public to enter the land of poetry in Sichuan, uncover the stories behind each poem, and experience the long history and cultural charm of Sichuan firsthand. This way not only deepens the public's understanding of Sichuan's poetry and culture, but also plays a positive role in promoting Sichuan's cultural tourism. And it elevates Sichuan's poetry from words to reality, vividly presents poetry in front of global audiences, and further strengthens the external impression and longing for Sichuan as the "Land of Abundance".

In addition, the integration of AI technology and new media has explored new paths for the dissemination of "Poetic Sichuan". The "Go to Sichuan to Live Up to Spring, Poetic Sichuan in the Eyes of AI" activity launched by the "Chuanguan News" APP utilized AI painting technology to create a picture of Sichuan spring based on poetry, allowing the public to experience the poetic and picturesque atmosphere of Sichuan through interactive participation. This innovative way has successfully attracted the attention of many young people and broadened the boundaries of cultural dissemination.

Under the catalysis of convergence media, the communication strategy of "Poetic Sichuan" integrates online and offline resources and innovates communication forms, not only inheriting the traditional cultural bloodline, but also injecting the spiritual connotation of the new era. Furthermore, this innovation makes Sichuan's cultural more distinct and vibrant, effectively promotes cultural confidence and regional brand enhancement. Today, with the iteration of technology and the emergence of creativity, the cultural dissemination journey in Sichuan is radiating unprecedented vitality and potential. At the same time, convergence media is of great significance in promoting the construction of spiritual civilization and the long-term healthy development of society in China[5].

3.2 Challenges

3.2.1 Content Innovation and Mass Interaction

The primary challenge focuses on the field of content innovation. On the new media stage, being able to continuously producing content that is both innovative and closely related to modernity has become a major challenge in preventing audiences from experiencing aesthetic fatigue. For example, although the creative idea of the “Go to Sichuan to Live Up to Spring, Poetic Sichuan in the Eyes of AI” event is eye-catching, the subsequent content and form have not kept up with the hot topics of the times, which will lead to a decline in public attention. Therefore, delving into local culture and cleverly integrating elements of current popular culture to create works that are both profound and resonant has become a problem to be overcome.

Furthermore, enhancing audience engagement is equally important. Although the “Nanchong in Poetry” campaign has successfully resonated widely, transforming short-term attention into lasting audience interaction and emotional bonds is a major obstacle in the dissemination process.

3.2.2 Limitations of Converged Media

In the current era of rapid development of new media communication, information explosion distracts users’ attention, reduces the persistence of learning, prevails fast-food-like consumption, and makes it difficult to precipitate deep content. At the same time, content creation tends to entertainment-like. Although it can quickly attract attention, it’s easy to fall into shallowness and difficult to leave long-time impression in viewers, thus does not encourage persistent focus and learning of the poetic culture.

3.2.3 Homogenization of Cultural Communication and Deepening of Technological Application

Faced with the problem of homogenization, many cultural and tourism promotion activities are often limited by the old mode of “pictures+text”, making it difficult for the dissemination of Sichuan poetry and culture to stand out from many regions. For example, the extensive use of similar landscape images and ancient poetry captions lacks uniqueness and innovation in their content.

At the technical implementation level, although the integration of AI technology and converged media platforms has shown some effects, there is still room for expansion in terms of depth and breadth. For example, although AI can draw the beautiful scenery of spring in Sichuan based on ancient poetry, how to intelligently analyze user preferences, achieve personalized content tweeting, or predict cultural trends through big data analysis, and drive the accuracy and efficiency of cultural dissemination with technology, is still a technological challenge to be solved in the future.

4. STRATEGIES OF CONVERGED MEDIA EMPOWERING THE COMMUNICATION OF SICHUAN ANCIENT POETRY CULTURE

4.1 Adopting a Storytelling Approach to Reach Empathy

On the basis of spreading Sichuan poetry through short video platforms, adopting a storytelling presentation approach can resonate with the public and allow them to immerse themselves in Sichuan’s ancient poetry culture. Sichuan official media can use short video platforms such as Tiktok and Kuaishou to create a series of story-based short videos that combine Sichuan’s natural scenery, cultural landscape and Sichuan poetry culture together, so as to break the old pattern of “pictures+words” in many cultural and tourism promotion activities, aiming to let the public immerse themselves in Sichuan poetry culture in stories. For example, producing a video to tell the fantastic journey of a traveler at Jianmen Pass, and combining the steep terrain of Jianmen Pass with the poem “Tough Shu Road” written by Li Bai to let the public experience the magnificence of the mountains and rivers in Sichuan. Creating a segment about Du Fu’s life in Du Fu Thatched Cottage showcases his interaction with local residents and the process of creating famous poems in specific contexts.

4.2 Holding Social Media Users’ Interaction Campaigns

Enhancing interactivity among the public is a major issue in spreading Sichuan poetry and culture. To achieve interactivity, organizers can create official forums or WeChat groups, regularly hold online activities to enhance users’ sense of participation and belonging to Sichuan poetry

culture. For example, holding an online photography competition called "Poetic Sichuan - Four Seasons" and encouraging users to upload their own pictures of the beautiful scenery of the four seasons in Sichuan and matching them with corresponding poems can link past to the present through the media of poetry. Launch the activity of "Looking for the Most Beautiful Poems in Sichuan" on Weibo and WeChat official account, and invite netizens to share their favorite poems about Sichuan, accompanied by relevant pictures or videos. In addition, cultural live broadcasts can be regularly conducted on major live streaming platforms. For instance, let hosts recite classic poems and setting up Q&A sessions to increase audience participation.

4.3 Utilizing Virtual Reality to Enhance User Experience

Virtual reality technology can be applied to create immersive experience. Through VR headsets and interactive devices, participants can immerse themselves in exploring the historical landmarks of Sichuan. Experience the charm of ancient poetry in places such as Du Fu Thatched Cottage and Wuhou Temple. For example, in the virtual reality of Du Fu Thatched Cottage, users can see the scene of blooming spring flowers and hear the sound of flowing water, as if they were in a Tang Dynasty garden. At this moment, Du Fu's classic poem will appear slowly: "Two golden orioles sing amid the willows green, and a flock of white egrets fly into the blue sky". Users can also interact by clicking on different scenery to understand their cultural significance and related poetry, and even try to create their own poetry to deepen their understanding and interest in ancient poetry. This VR experience not only lets people to more intuitively feel the charm of ancient Sichuan poetry, but also stimulates the interest of the younger generation in traditional Chinese culture, achieving the effect of combining education with entertainment.

4.4 Combining Popular Music with Poetry to Create a Fusion of the Ancient and Modern

Combining ancient poetry with popular music can create musical works which are both poetic and in line with modern aesthetics. Introducing ancient poetry into modern music arrangement is an important approach. For example, Su Shi's "Breezes into Pieces" and Li Qingzhao's "Xiang

jianhuan" have been incorporated into Jay Chou's "Chrysanthemum set", where "a deep sleep cannot dispel the lingering wine, it should be green, fat, red, and thin" has been transformed into "after you leave or warm wine, memories, longing, and thin". To promote Sichuan poetry and culture, one can select works by famous poets such as Du Fu and Li Bai, inviting modern composers to compose music for them, and then have popular singers perform. Finally, it will form a unique musical style. For example, selecting Du Fu's "Happy Rain on a spring Night" as the lyrics to create a light and lively pop song, the melody of the song is beautiful and pleasant, and the lyrics retain the language and artistic beauty of the original poem, while incorporating modern music elements to make it easy to sing. Adapting Li Bai's "Tough Shu Road" into a rock style song, using strong rhythm and guitar solo to express the steep Shu Road and ambitious spirit described in the poem would attract interest from young people. This combination not only allows more young people to experience and appreciate the charm of ancient poetry, but also enables it to be widely spread through modern music platforms, giving new vitality to the culture of ancient poetry.

Converged media provides unprecedented opportunities for the dissemination of poetic Sichuan. On the one hand, Sichuan's natural scenery and cultural landscape can be vividly and intuitively displayed through short videos, social media and other channels. On the other hand, the application of digital technology has brought classical poetry into the public eye in a more vivid form. For example, AR technology can make users feel as if they are in the scene described by ancient poets, experiencing cultural resonance across time and space.

5. CONCLUSION

In the context of information development, converged media has become an important force in promoting the inheritance and development of Sichuan poetry and culture with its unique advantages. It not only brings new vitality for ancient cultural heritage, but also promotes the deep integration of culture and tourism, presenting Sichuan poetry in a more vivid and multi-dimensional form to the world. The application of convergence media technology, such as social media platforms, virtual reality and other digital tools, enables people to overcome the limitations of time and space and experience the charm of

Sichuan poetry in an immersive way. It not only changed the way Sichuan poetry was disseminated, but also expanded its audience scope. Through online live streaming, short videos, and other forms, Sichuan poetry can be able to reach more young people and international friends, achieving cross-cultural communication and dialogue. This interactive dissemination model greatly enhances the public's interest and participation in Sichuan poetry and culture, and contributes to the revitalization and inheritance of traditional culture. Meanwhile, convergence media has also brought new opportunities for the development of Sichuan's cultural tourism industry. By creating tourism products and services based on poetry culture, such as poetry themed tourism routes, cultural experience activities, etc. It not merely enriches the experience of tourists, but also enhances the brand image of Sichuan as a cultural tourism destination.

However, to achieve the sustainable development of Sichuan's poetry and culture through inheritance, government agencies need to increase investment in new media technology support and encourage innovative projects. The education department cultivates more cultural inheritors and innovative talents. The business community can explore commercialization paths and develop more cultural products with market competitiveness. The ordinary people should also actively participate in the protection and dissemination of Sichuan poetry culture and jointly create a social environment conducive to cultural prosperity. In short, convergence media is one of the key elements in promoting the dissemination of Sichuan poetry culture and the integration of culture and tourism. Only by forming a joint force from all sectors of society can we better promote the digital transformation and innovative development of Sichuan culture, and make this precious cultural heritage shine with new brilliance.

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