Research Article

Exploration on the Application of New Media Interactive Art to the Protection of Traditional Culture

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The background of information age promotes the rapid development of interactive art with new media. The interactive art of new media combines modern photography with the Internet and other technologies. The emergence of new art interacting with media not only reflects the progress and development of media technology but also reflects the tremendous progress of media art, which provides more ways for the development of art and is conducive to improving the diversity of people's art and cultural activities. This paper summarizes the characteristics of interactive technology and new media and analyzes the application of interactive art of new media in the protection and dissemination of traditional culture. Interactive art is a virtual space that provides artists and engineers with interactive experience through technology platform. Interaction takes place in different areas and guides visitors to create it in different ways. In addition to being applied in many commercial fields of modern society, this art form has also been applied in the field of culture as an important means of communication of traditional culture. Through literature collection, data analysis, and questionnaire survey, it can be concluded that the application of new media interactive art in the protection of traditional culture can not only repair and replicate damaged traditional cultural resources but also display, preserve, and disseminate rare cultural resources.

1. Introduction

With the continuous development of digital technologies represented by "big data," "Internet of Things," "cloud computing," "artificial intelligence," "virtual reality," etc., the application of "4G+" and "Internet+" is becoming more and more extensive, and the influence of "new media" on all aspects of our life is increasing day by day. The important components of a country's comprehensive strength often include culture, politics, economy, and military. The role of culture in it is increasing day by day, and countries are also placing more and more importance on the construction of culture. As the most advanced communication media at present, new media is an important way of cultural communication [1], which encourages the promotion of cultural industries. We should actively use advanced technology and modern production methods to upgrade the traditional cultural creation and dissemination mode and expand the cultural industry chain. In order to promote the development of traditional culture, that is, to enrich the channels of traditional culture and promote the inheritance of traditional culture, we adopt advanced digital technology and thinking mode. In the 1960s, European and American artists began to use electronic communication technologies such as television and video as their performing and artistic media and developed new art categories. Unlike traditional graphic art, sculpture art and architectural art, this new art category, which combines technology and art, is called new media art. Soon, new media art developed rapidly with the help of the TV media network. New media art greatly improves the audience's participation in art works and the interaction between users and works [2]. In 1996, Mark Tribe defined new media art as a general term for works of art, such as CD-ROM, New Art, Digital Video, and Net Radio. Roy Ascott believes that the art of new media mainly involves circuit transmission and computer generation. Susan Acret believes

that new media art is a very broad term. Its main feature is the use of advanced technical language in art works, including online virtual art created by a computer, Internet and video technology, visual arts, and multimedia interactive devices and operations. Professor Lu Xiaobo of Tsinghua University defines the art of new media as based on information technology and knowledge, one can have real-time interaction and experience skills with text, voice, and image as carriers, which is based on modern information technology, emphasizing the exploration of concepts, art, and ideology.

In recent years, China's cultural industry has developed rapidly, and the role of new media in the dissemination and promotion of cultural industry has become increasingly important. The new cultural industry dominated by new media will soon become the new driving force of China's future market. The Central Committee of the Communist Party of China and the State Council clearly put forward the proposal of Several Opinions on Deepening the Reform of Cultural System that "the promotion of cultural industry should be actively promoted," actively utilizing advanced technology and thinking mode, using digital technology and advanced media environment, to promote the development and upgrading of cultural industry [3]. To a certain extent, we have enriched the channels of communication of traditional culture and improved the way of transmission and inheritance of traditional culture. Utilizing the application benefits of the interactive art of new media provides an important technical guarantee for the researchers of history and culture. After the confirmation of new media art, art exhibitions around the world are welcomed. In addition to the new media art that can be displayed in domestic new media art exhibitions, various forms of new media art make use of Internet technology to produce network art, perform video installation art, and create a virtual one. Art enriches the directness and dynamics of new art forms [4]. In such a cyberspace, even if it is impossible to present tangible objects to the audience, the work can also call on the audience to participate in an interactive way. Users can play all kinds of IDs at any time, receive transmitted information, participate in virtual interaction, and create use communities. New media reports provide more explanations and more interactive definitions for new media art. Roy Ascott, the pioneer of new media art, who created an environment different from traditional media in the era of new media art, said that the most striking feature of new media art is its connectivity and interaction. Contact requires integrating potential customers into immersive systems, and interaction requires the active participation of potential customers and communication with work, others, and creators. In a sense, the connection and interaction of the new media art have changed the unique state of the work, destroyed the original logic of the work, and enabled the audience to participate in the work, thus leading to the change of the consciousness and structure of the work. Relationships, ideas, and logic will be reorganized. New media platform is more complex than traditional media, with a better visual effect, interaction, and strong social communication ability [5]. Therefore, the new media has gradually become an effective carrier for the

transmission and inheritance of traditional culture. It can also promote the development and upgrading of the cultural industry chain. Compared with the protection and dissemination of other traditional cultural resources, the interactive art of new media protects other traditional cultural resources in different forms.

The concept of new media is indeed very broad. Broadly speaking, new media is a communication system different from traditional media, including new technology for digital media, audience participation behavior, and division of labor of new organizations [6]. From relying on real objects and technologies to radio technology and digital technology mixed with real and virtual technology, all of these are inseparable from social development and the progress of science and technology, and with the improvement of material and spiritual levels, it also suggests how to obtain information. In the art of the new media environment, it does not rely on the new media platform to disseminate or merely display cutting-edge art but implies a new art mainly involving interaction, which seems incomprehensible at the vanguard and general social level [7]. It is called "interactive art," because it has the future-oriented interdisciplinary characteristics, requires a lot of knowledge, requires the active participation of the audience, requires the close integration among individuals, and requires the closer integration of various media and individuals. Culture is a unique phenomenon of human society and a product of human social practice. According to the definition of British anthropologist Edward Taylor, culture is "knowledge, belief, art, law, morality, customs, and members of society." It is a complex whole, including abilities and habits. In the final analysis, various cultures of the country and the nation have accumulated for many years, and traditional culture is the core of the national spirit formed by the long-term integration of cultures [8]. The formation of traditional culture is a system and complexity, which leads to the greatest characteristics of traditional culture. The formation of traditional culture is the result of historical precipitation and accumulation, and there are complex relationships between different parts of traditional culture. However, at the same time, this relationship is not disorderly but has certain operational rules. For example, the state and work of a country are their beliefs. They are directly affected by customs.

Western countries believe in Christianity, Arab countries in Islam, and Southeast Asian countries in Buddhism. In music, painting, and literary works, they are deeply impressed by religious imprints. National artworks are different, and because of certain natural environments, such as topography and climate, they have been associated with certain lifestyles of local people since ancient times [9]. On the basis of protecting traditional culture, it is difficult for traditional protection and dissemination to meet people's actual needs. The interactive art of new media and its unique mode of communication have greatly promoted the protection and dissemination of traditional culture and played an important role in the protection of traditional culture.

Traditional culture is a cultural accumulation developed over many years. The scope of Chinese traditional culture is very wide, including not only ancient writing, music, drama, and calligraphy but also traditional festivals. These cultures

have an impact on people's lives mainly through written records or customs.

Due to the early birth of these traditional cultures, there are many differences with the way of life of today's people. Affected by these differences, the following difficulties have arisen in the transmission of traditional culture:

(1) Difficulty generating a sense of identity: At present, there is a lack of correct traditional culture education in society. Many young people regard traditional culture as dross and have no sense of identity in their hearts.

(2) Invasion of foreign cultures: With the trend of economic integration, the cultures of various countries are constantly blending. Under this circumstance, the invasion of foreign culture has made our young people have higher and higher expectations for various Western festivals, but they have little expectation for their own traditional festivals. It can be seen from this that traditional culture has not been fully accepted by contemporary young people. At this time, new media can be used to promote the dissemination of traditional culture, so as to eliminate the gap between the "old" culture and the "new" generation.

New media has expanded the spread of traditional culture. In the past, the protection of traditional culture was mainly initiated by government departments because even if the traditional media reports on arts such as paper-cutting and drama, they will not be able to attract the attention of the public due to the narrow audience and limited communication scope of traditional media. However, because the communication style of new media is more in line with the preferences of contemporary people, it can stimulate everyone's desire to protect traditional culture and urge everyone to actively understand traditional culture [10].

Although the new media has contributed its own strength to the dissemination of traditional culture, there are still some deficiencies in the dissemination process that cannot be ignored. For example, due to the large amount of information content in the new media, it is mixed with a lot of vulgar culture, which reduces the influence of traditional culture. Moreover, there are many new media in order to cater to the curiosity of users, and the content of the articles written tends to be entertaining and lacks seriousness too much. As a platform where everyone can express their opinions, new media makes various groups in society hedge their opinions [11]. This is also an inevitable phenomenon of cultural convergence in the development of new media. If things go on like this, it will reduce the public's independent thinking ability and make them lack the original aesthetic ability, and it will be difficult for them to appreciate the elegant culture.

Culture is relative to nature, generally refers to the achievements of civilization created by human beings, and is a part of human creation, the sum of all material and spiritual products. Culture does not always exist; it is produced from the existence of people and accompanied by humanization. In the long history of humanization, the development of culture is like a seed growing into a towering tree. We all know that culture is something unique to human beings, and the animal world is a world that cannot be called culture. Only human beings can have culture, and this culture will be constantly updated and produced with the development of human society. A new culture is like the relationship between a seed and a big tree. It is also because of this that culture needs to be disseminated, and the dissemination of culture is highly systematic, multi-faceted, and inextricably linked to everything.

The structure of cultural communication mainly involves five aspects: communicator, receiver, media, value demand, and cultural information [12]. Among them, the disseminator is the communication subject who creates the culture; the receiver is the object or audience of cultural acceptance, and the receiver may be the enjoyer and carrier of the culture after the dissemination and can also re-disseminate the culture; the media is the means, method, technology, and communication, and the use of media has become popular; the scope of cultural communication without media will be greatly limited because cultural communication is different from physical commodities. Its value demand is mainly the need and possession of values; cultural information refers to different information resources and information content [13].

The survival and development of society are inseparable from culture, because culture plays an important role in the entire society, and the function of culture affects the entire society, ranging from a small individual, an organization, to the entire human society, affected by various cultures. For example, for the whole society, culture has a cohesive force and a value orientation, which the whole society should abide by; the same is true for organizations, such as corporate culture, etc., and for individuals, the cultural environment affects the growth of a person and makes a big impact.

Cultural communication in the current new media environment has caused changes in the various elements of cultural communication. As far as communication subjects and receivers are concerned, the media is no longer only limited to some specific government departments or party and government agencies to release information. Ordinary receivers can also become the producers, processors, and publishers of information. New media has changed communication: the subject–object relationship between the receiver and the receiver. The sources of cultural information in the new media environment tend to be diversified. With the help of the powerful integration and performance capabilities of digital technology, new media can transform complex and difficult-to-understand scientific theories, experimental procedures, and scientific discussions into information that the audience can understand. It can spread the culture wider. Due to the wider object, content, and scope of dissemination, people with cultural differences have different understandings and needs of different cultures. The cultural content may be processed and innovated in the process of dissemination, and the process of cultural dissemination also affects people. It changes the cultural value demands.

The development of new media cannot exist independently of social production and life. The same is true for the development of cultural communication. The development of new media and the development of cultural communication are interrelated individuals, and there is dialectic between them. In the process of development of new media, in order to play a better role in communication, it requires constant technological and form updates to meet the needs of cultural development. There has been further development in both content and form. From this perspective, they are interacting. The development of new media promotes the development of culture. On the contrary, the development of culture promotes the development of new media technology. The development of current culture depends on the wide spread of new media. We must pay attention to the important power of new media in cultural communication, and we must pay attention to the power of emerging media as we treat traditional media.

2. Methods

2.1. Document Analysis. "Documentation" refers to any carrier that records relevant knowledge and all materials, including books, newspapers, papers, archives, and scientific research reports, through words, pictures, symbols, audio, and video recordings. It also includes cultural property, films, audio and video recordings, slides, and other material in physical form, as well as written material, CD, and other data in electronic form. Literature is of great value in the development and research of human society, history, and culture. Previous research results have been absorbed and borrowed because human society is likely to develop so rapidly. In order to have sufficient information, educational research needs literature research, acquisition of research trends, and understanding of previous and previous research results. Document research is an essential step in any research work. Document research method is an old method of studying life science, and it is one of the most basic methods in educational science research. Document research methods refer to the collection, identification, and combination of documents. Through literature research, scientific understanding of facts, understanding of educational facts, and exploring educational phenomena are formed. Through the domestic scholar's research on the application of new media interactive art to the protection of traditional culture, this paper summarizes the current research situation, determines the research direction, and organizes the discussion on the influence of new media on traditional culture.

2.2. New Media. New media provides users with services such as information and entertainment through the use of Internet technology and electronic devices such as computers and mobile phones as carriers. For example, Weibo, WeChat, and other social software with many users belong to the category of new media. Because they all need the help of the Internet, they can provide users with various services.

The reason why new media has a good development prospect is that it has the following characteristics:

(1) Interactive: Through the use of new media, the communication needs between information publishers and receivers can be met, and users can express their opinions in a timely manner and communicate with others.

(2) Diversity: Compared with the single communication method of traditional media, new media can spread information through videos, images, expressions, etc. The various communication channels add interest to users and can attract users' attention.

(3) Convenience: Relying on mobile phones, computers, and other carriers, new media can release news content anytime and anywhere, regardless of the geographic location and time. This move is just in line with the current faster and faster pace of life, and people can use fragmented time to browse information.

2.3. Cultural Research Method. Media and Cultural Research Methodology: "Cultural Research" was proposed against the background of academic resistance, social relations, and social significance dispersion. This paper uses the method of "cultural research" to interpret and analyze the traditional culture and reveals the ideology and discourse behind the text under the local cultural background in the real world. At the same time, from the perspective of new media interactive art, this paper explores and organizes its impact on traditional culture and analyzes the importance of multimedia interactive art in the protection of traditional culture.

2.4. Data Analysis Method. Through collecting, summarizing, and analyzing the relevant data of multimedia technology in the protection of traditional culture, this paper grasps its laws and characteristics, combines them with the current situation of traditional culture, and boldly predicts and prospects the future development trend of traditional culture with the assistance of new media interactive art.

2.5. Questionnaire Survey. Questionnaire survey is a research method, which consists of a list of questions along with choices, which many investigators use to collect information. Researchers design a unified questionnaire based on the purpose of the survey and ask the selected respondents for information and opinions, so as to understand the respondents' views and opinions on a certain problem or phenomenon. With the help of online and on-site questionnaires, this study aims to understand the current situation of Chinese excellent traditional culture in the context of new media and the impact of new media. According to the principle of unified data induction, we can ensure that all kinds of survey results are compared at the same time and find out the problems by objective analysis, so as to complete the summary, planning, and research of the causes and thus determine the formulation of solutions.

3. Experiments

Only through practice can we understand things correctly. In order to understand all aspects of Chinese excellent traditional culture in the new media era more objectively, we have carried out relevant investigations and analyzed the results. Through this survey, we can understand the positive and negative impact of the new media on the inheritance of Chinese excellent traditional culture. On this basis, we analyze the existing problems and seek measures to strengthen the inheritance. This survey is conducted in two ways: first, on-the-spot investigation. According to the number of questionnaires, 635 questionnaires were collected and 550 valid questionnaires were selected. The effective recovery rate reached 87.4%, which could meet the needs of this study. The second is to use the new media platform to show the advantages of online question-and-answer and send questionnaires to other platform terminals through question-and-answer settings. After the survey is completed, the platform will automatically collect information and calculate data, and investigators can wait until the platform delivers the results. The method has the advantages of low cost, high efficiency, and accurate data.

At this stage, the scope of new media users is becoming wider and wider, and people receiving new media are becoming stronger and stronger. Smart phones have become an important tool for groups to receive and publish information. Weibo, Weixin, a major portal platform, etc., can be important sources of news for the group. People basically see new news every day. By acquiring this new form of media, the way of inheriting culture has been completely destroyed. This paper investigates the current situation of group use of new media, as shown in Figure 1.

As shown in Figure 1, 75% of people often use new media applications and know that they are highly dependent; 23% of them only use new media applications when they need them and do not rely on them; and 2% of them have few new media applications and think that they have no special needs for life and learning. From the above data, we can see that most people are inseparable from the new media in research and life and have a strong dependence.

In the dissemination of China's superior traditional culture, television and the Internet usually help to expand the knowledge of traditional culture by producing programs and movies related to China's excellent traditional culture, but only 13% of the people said they often saw related programs. Frequency is maintained once a week. The program is occasionally watched for 2–3 weeks, accounting for 47%. 40% seldom watch the program. They do not know which program advocates Chinese traditional culture (Figure 2).

As shown in Figure 2, it is not enough for the public to disseminate Chinese excellent traditional culture to the new media platform. Perhaps working hours are rather tense. Therefore, the attitude of those who study and inherit Chinese traditional culture should be strengthened.

Traditional media dissemination focuses on official media and unifies the dissemination of cultural content, which is abstract and inefficient. On the other hand,
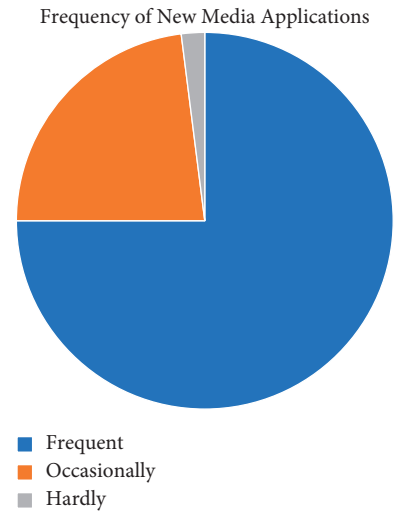

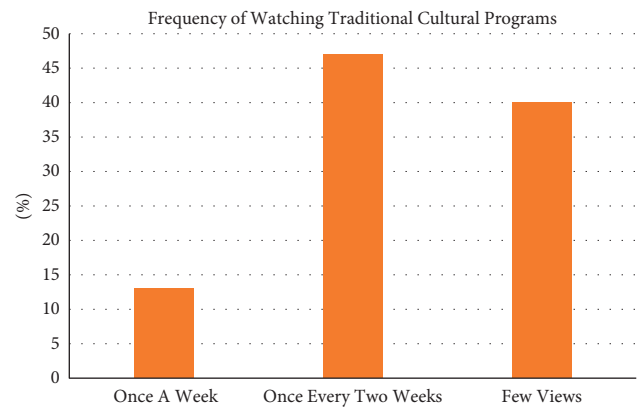Figure 1: Frequency of new media applications.

Figure 2: Frequency of watching traditional cultural programs.

information dissemination methods in the new media era are very effective, which can be based on the characteristics of people's communication. Therefore, the current research on traditional cultural transmission methods is still focused on technology, mobile phones, and online media. At present, most traditional cultural studies are discussing the impact of the new media environment, as shown in Figure 3.

As shown in Figure 3, the new media constantly integrates into the developing traditional media, crosses the time and space boundaries, makes the new media realize complementary benefits, interacts with the traditional media, and disseminates the excellent traditional Chinese culture to give you an opportunity to do so, which is the combination of platform and channel. This is the advantage of new media to promote traditional culture in traditional society. By combining different forms of communication channels, traditional cultural resources can achieve better circulation and combination. In this way, new media platform can become the basis of the development of traditional culture and make information disseminate in the whole news model. For the target population, communication paths and examples have achieved good results. The combination of various communication channels makes the allocation,

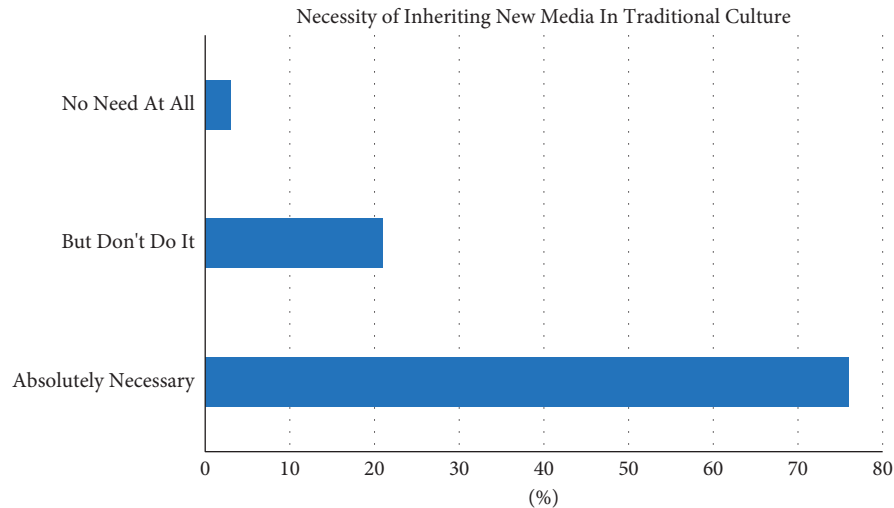Necessity of Inheriting New Media In Traditional Culture

FIGURE 3: Necessity of inheriting new media in traditional culture.

opening, and utilization of traditional cultural resources more efficient, and traditional culture can reach the target population in a targeted and full-time manner. This creates a new way of communication and dissemination paradigm, which greatly promotes the dissemination of traditional cultural texts.

4. Results and Discussion

4.1. Virtual Exhibition Cultural Venues. In the process of disseminating traditional cultural resources, the exhibition mode, literature collection method, and tourism mode are mainly adopted. This traditional form of cultural exchange has its limitations, and it is difficult to meet the cultural needs of the masses. The biggest restriction is that visitors must visit the designated space. On the other hand, the actual physical space is limited, and the content that can be displayed is limited. The viewer can only change the perspective by moving. By applying the interactive art of new media to innovative design of cultural sites, the construction of virtual sites that can be navigated in the network can effectively expand the radiation surface of cultural sites [14]. China began to pay attention to the protection of traditional culture in order to promote the construction of modern socialist culture and inherit the essence of traditional culture. The display and dissemination of traditional culture includes the acquisition of library materials, exhibitions in tourist development zones, and exhibitions in fixed places. Among them, the library materials and exhibitions in fixed places are well known. The exhibition in the tourism development zone inherits the essence of Chinese traditional culture, integrates the human landscape and natural landscape, and shows the world the traditional culture. The dissemination of these three traditional cultures has certain limitations, and it is difficult to meet people's cultural needs. If visitors are geographically located relatively far away from their visits, they will have to spend a lot of energy and time on visitors, and the enthusiasm for visits may disappear [15]. Therefore, for tourists, whether they are tourist attractions or exhibition halls, their behavior is greatly limited by their geographical location. New media interactive art can successfully solve the shortcomings of traditional exhibitions, make full use of network technology, effectively establish virtual exhibition hall, make up for the shortcomings of traditional exhibitions, and meet the needs of tourists, as shown in Figure 4. Take the Palace Museum as an example to illustrate the function of new media interactive art virtual display cultural space. The Palace Museum is the largest museum of Chinese culture and art in China. Every day, many Chinese and foreign tourists come to China. However, Palace Museum has limited tourism capacity, and many places are unstoppable. Tourists are affected by the crowded and noisy environment during the limited visit period, which makes the experience difficult. In this case, the online Palace Museum was launched, which uses high-definition photography technology to store its exhibitions and famous buildings as data [16].

As shown in Figure 4, as long as the network can view these images and photos at any time, users need not worry about deadlines, so they can explore historical and cultural resources related to the exhibition. As a result, the Forbidden City has significantly improved its reception capacity, expanded its influence, and disseminated traditional culture without increasing the number of trees in the field. For example, the Palace Museum has a large collection of palace buildings and historical relics, with more than 10 million visitors per year and a population of over 40,000. These large passenger flows overwhelm places where historic buildings and cultural monuments cannot be preserved and may affect people's viewing experience [17]. Through the opening of online museums, the Palace Museum creates renowned buildings and collections in a digital way, enabling people to explore relevant photographs and influential data anytime and anywhere. The Palace Museum not only helps to reduce luggage but also promotes dissemination, which enlarges the influence of palace museums. At present, similar cultural space has been widely innovated. Many historical museums, traditional cultural sites, and so on have opened the network

FIGURE 4: Virtual forbidden city.

FIGURE 5: Reconstructing bamiyan buddha by 3D architectural projection technology.

window, providing a lot of convenience for people to explore and visit.

4.2. Restoration and Reproduction of Damaged Traditional Cultural Resources.

It is difficult for researchers of history and culture to systematically study the history of cultural resources, because it is difficult to exert its application value compared with some damaged traditional cultural resources. However, with the emergence of new media interaction process, the technology successfully restored and reproduced the damaged traditional cultural resources, restored the historical and cultural characteristics at that time, and provided an important guarantee technology for the research work of historical researchers [18]. For example, Bamiyan Buddha was once an important historical relic in Afghanistan, and this cultural resource witnessed the early Buddhist civilization. But it was destroyed by the Taliban. According to the actual situation in Afghanistan, restoring the Bamiyan Buddha required a great deal of financial resources; the destruction of cultural resources has become more serious, making the recovery more difficult. Based on this situation, in 2015, Chinese scholars successfully realized the original appearance of Bamiyan Buddha through modern advanced three-dimensional architectural projection technology, as shown in Figure 5.

As shown in Figure 5, modern technology can not only realize the original reproduction of damaged cultural resources but also create three-dimensional models. The current recovery model not only achieves the expected goal but also significantly reduces the actual cost, with little risk of damage. As a rule, in the process of protecting traditional culture, it is necessary to make full use of modern advanced technology to reduce production costs and achieve ideal results [19]. Under the theory of traditional culture protection and communication, the application of new media interactive art is mainly for the purpose of traditional culture protection. Many valuable historical and cultural sites are aging and destroyed with the growth of age, and there are many repairs. Many traditional cultural resources cannot be disseminated and displayed. In this regard, the use of digital restoration technology can provide new technical methods for the protection of traditional cultural resources, and the construction of digital resources can promote the dissemination of traditional cultural resources. For example,
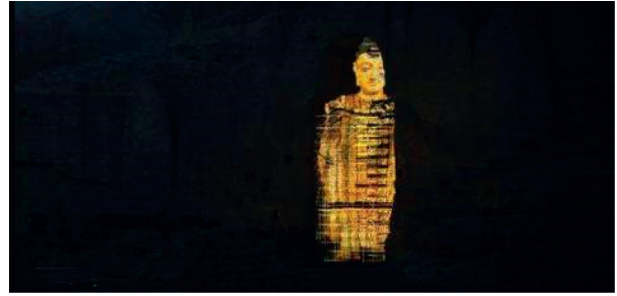
Huihui Village in Anhui has a history of 4100 to 4300 years, with a total area of 500,000 square meters. It is a large construction farm. This includes many huge ceremonial bases, circular ruins, and other valuable pottery and stone tools [20]. Based on Zuo Zhuan and other relevant historical data, it is inferred that the village will become the place where the prince of the Dalai River will rule the water source, which has very important historical value. Restoring the scene digitally will enable more people to understand this long historical event and to interpret it more easily. Some digital restoration techniques can restore the site topography, building direction, and layout as well as the ritual process and figures at that time. For example, the animation of the scene of "Yu Hui" is more realistic and reproduces this historical event. Once published on the Internet, people can download and watch them any time, which will help promote the protection and dissemination of traditional culture.

4.3. Preservation and Dissemination of Rare Cultural Resources.

At present, there are many ancient cultural resources, which not only have high research value but also provide important research materials for Chinese archaeologists to study ancient architectural style, architectural means, culture, and so on. History and culture are of great value. It is of great research value to obtain more valuable historical and cultural materials on the basis of Chinese historical and cultural researchers and with the help of current cultural heritage [21]. After a long history of river baptism, many cultural sites have not properly preserved mountains. The long rain and baptism make it difficult for researchers to examine and harvest valuable cultural resources from these heritage cultural resources. In the context of the new media era, the use of new media interactive art can avoid the damage caused by traditional physical restoration and research. At the same time, this technology allows you to recover resources that are traditionally difficult to recover. Therefore, many ancient Chinese research value resources have been duplicated, bringing the gospel to many historical and cultural researchers. For example, the Gutenberg Bible has been baptized for 500 years as a paper product, which is difficult to protect effectively with very fragile materials and difficult for historical and cultural researchers to obtain. But at the end of 2003, there were only 11 complete copies of the Gutenberg Bible [22]. However, the United States uses the latest information technology to

compile digital e-books and publish them on its official website. As a result, more people can visit more works through the official website, which is conducive to the re-production of the Gutenberg Bible.

There are four main protection modes of intangible cultural heritage, namely, legal protection mode, government-led protection mode, folk protection mode, and tourism development protection mode.

For a long time, China has been in a farming culture. In the farming society, "intangible cultural heritage" follows the laws of survival and development of its own culture, reflects the customs of the farming society, and has a long history and humanistic spirit. Corresponding to this, in the past cultural environment and farming society, the "intangible cultural heritage" inheritance model was formed and recognized by people. At present, China still inherits "intangible cultural heritage" by means of natural inheritance. Natural inheritance has the following characteristics: relying on the natural economy and farming society, the outstanding performance is the way of heart teaching and oral transmission and master-apprentice inheritance, mainly by groups or individuals.

The person in charge of the inheritance uses the method of heart teaching and oral transmission so that the inheritor can obtain the real skills and the effect is good. Therefore, this transmission method is effective. China has gone through a long period of farming culture and natural economy. Correspondingly, the natural inheritance of "intangible cultural heritage" has also played an effective and long-term role in the preservation and continuation of intangible cultural heritage. China's intangible cultural heritage can continue to this day, and to a certain extent, it has a great relationship with the use of natural inheritance methods.

Now, although the natural inheritance method has played a great role in the inheritance of intangible cultural heritage, many problems have also been revealed due to social development and economic improvement, which includes lack of inheritance power. Under normal circumstances, when the "intangible cultural heritage" is inherited naturally, the main body of the inheritance is a natural person. In a farming society, the ability to continue the activities of inheriting the "intangible cultural heritage" is related to the inheritor's interest in it, but the key is whether the inheritor is willing. After the skills are learned, they can support their families. But, now in the era of market economy, some artists who inherit "intangible cultural heritage," after possessing the skills, not only get no return but they will spend too much energy and financial resources on them, so that they can be inherited, for the sake of morality. It is impractical and not beneficial to let them continue regardless of their own lives.

5. Conclusion

Compared with the traditional media in the past, the new media is not limited by time, space, and scope and can almost achieve the effect of preparation and universal use. At the same time, the new media collects text, image, sound, video, and other forms in the process of disseminating traditional culture, which reduces the audience's sleepiness, caused by the exploration of traditional cultural information, and relaxes the audience in a sense, effectively extracting the essence of traditional culture [23]. We can see that the positive significance of new media in the process of disseminating traditional culture cannot be underestimated. First, the new media provides an extension of traditional culture. Before the new media industry matures, the protection of traditional culture is mainly the responsibility of relevant government departments. Because newspapers, television, and other media have fewer audiences, traditional media cover clay, paper-cut, and other well-known crafts, limiting the scope of dissemination, excluding the public. However, with the maturity of new media technology, the richness of content and the enthusiasm of communication will satisfy the readers' reading habits, stimulate the audience's interest in traditional culture, and encourage the audience to understand the development of traditional crafts voluntarily. Through the linking system of the new media system, audiences have established channels for in-depth understanding of traditional culture and dispersed various folk groups to protect traditional Chinese culture. Secondly, new media has brought innovation engine to traditional culture. Because of the nature of network communication, new media has the advantages of wide dissemination, rapid updating, and infinite style. Therefore, in the process of communication, traditional culture can make use of these advantages to innovate and make the content of traditional culture more extensive. For example, many museums and historical perspectives in China have built-in WeChat public numbers and micro-blogs, which use traditional and boring traditional cultural knowledge to enrich interesting type-setting and present it to the audience in the form of pictures and colors, promoting cultural knowledge, not reducing traditional culture any more, and publicizing it in a form that the public is willing to accept. In addition, many video websites have created vertical platforms of traditional culture, such as Pear Video's History Channel, which creates traditional historical stories as cartoons and introduces audiences to an easy-to-use way [24].

New media is used as a carrier to create a new platform for the dissemination of traditional culture. The creative area of "Canal 5" has its own public number, which is a concrete manifestation of the combination of traditional culture, modern new media, and public relations. It is also an innovation of traditional culture. We must vigorously promote traditional culture through various news media platforms and mass media so that the public can acquire a variety of traditional culture in daily life, enrich people's cultural prosperity, and create a harmonious and friendly atmosphere in the neighborhood. The original architectural features of factory buildings are hardware construction and renovation, the construction of Canal No. 5 Visual Art Center, Changzhou Painting Party Memorial Hall, attic workspace, etc., using "100th Anniversary Photography of Centennial Birthday." "100 Years Yongcheng Change Photography Exhibition" and other representative works have attracted a large number of cultural innovators with unique

artistic atmosphere, providing a new platform for cultural dissemination, such as Changzhou Hengyuanchang, Changzhou No. 5 Woollen Mill, Changzhou Shipping, Changzhou Canal No. 5 Industrial and Commercial Archives Expo Center. These cultural centers combine new media with traditional culture, expand the transformation and publicity of traditional culture, and enhance its commercial value. It has comprehensive functions of historical protection, inheritance of traditional crafts, and operation of creative industries. For example, the second floor of the archives shows some industrial products in the old industrial age of Changzhou. The third floor shows the development of Changzhou in the past hundred years. There are many interactive electronic products in the museum: 360-degree viewing touch screen of Changzhou, two audio-visual devices of Changzhou State intangible cultural heritage—Changzhou Yi, Tianning Temple Sanskrit, Tianxi Opera, and so on. QR codes are attached to each exhibition, scanning the two-dimensional code on the mobile phone to get a better understanding of the history of this exhibition. To deal with traditional culture, we need to pay attention to essence, distortion, innovation, and recreation. Therefore, we must use the influence of new media to promote traditional culture and selectively promote traditional culture. Therefore, the combination of traditional culture and new media is a task that must be completed to meet the needs of the development of the times. In a word, the application of new media interactive art is of great significance to the protection and dissemination of traditional culture. After the restoration and reproduction of traditional cultural resources are completed, advanced new media technologies can be disseminated through the Internet. In this case, it can not only meet the needs of traditional cultural protection but also bring new viewing experience to the audience. Traditional cultural and artistic design products are closely linked with the audience and enhance the effect of traditional cultural communication.

Data Availability

No data were used to support this study.

Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article.

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