

Innovative Development of Zhuang Excellent Traditional Culture in the Era of Integrated Media

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Abstract

Chinese culture represents the rich tapestry of various ethnic traditions. The development of these diverse cultures is essential for the overall prosperity of Chinese civilization. Therefore, promoting the innovative advancement of the Zhuang ethnic group's traditional culture can bolster their cultural confidence, preserve the diversity of Chinese culture, strengthen national identity, foster ethnic unity and progress, enrich spiritual and cultural life, and support rural community development. In today's rapidly evolving integrated media landscape, driven by information technology, the innovative development of the Zhuang's traditional culture encounters significant opportunities. In this study, we first explored the value foundation of innovative development of excellent traditional culture of the Zhuang ethnic group in the era of integrated media. Then, we analyzed the promoting effect of integrated media technology on the innovative development of excellent traditional culture of the Zhuang ethnic group in the new media ecological environment. Finally, we summarized how to fully utilize new technological means, create an integrated media matrix, and leverage resource integration advantages to achieve innovative development of excellent traditional culture of the Zhuang ethnic group. The research results are conducive to deeply exploring the contemporary value of excellent traditional culture of the Zhuang ethnic group and activating its cultural vitality, continuously promoting the creative transformation and innovative development of excellent traditional culture in China, thereby promoting the prosperity and development of cultural undertakings and cultural industries.

Keywords: *Integrated Media Era; Zhuang Excellent Traditional Culture; Innovative Development*

INTRODUCTION

In today's rapidly evolving global environment, Chinese culture presents a rich mosaic of national traditions, which not only reflects the depth and diversity of the country's history, but also provides an important cultural background for us to understand contemporary society (Li, 2022). Among them, the Zhuang ethnic group, as an important minority in China, occupies a key position in the narrative of the entire Chinese civilization with its unique cultural heritage. Zhuang culture is not only a symbol of regional culture, but also a microcosm of the diversity of Chinese culture, containing profound history and rich traditions (Zhao, 2020). With the acceleration of globalization and the continuous deepening of social changes, it is particularly important to promote the innovative development of traditional Zhuang culture.

The promotion and innovation of Zhuang culture can not only enhance the cultural confidence of the Zhuang people, but also contribute to the enrichment and continuation of the entire Chinese culture (Hu, 2021). By deeply understanding the traditional customs, art forms, and social values of the Zhuang ethnic group, we can more comprehensively appreciate and respect the uniqueness of this ethnic group. In addition, the cultivation significance of Zhuang culture is not limited to simple protection, it has a profound impact on ethnic identity and unity between different ethnic groups (Bai, 2021). Through cultural identification and exchange, closer connections can be formed in a diverse society, enriching the spiritual and cultural life of the community.

More importantly, the revitalization of Zhuang culture can serve as a catalyst for the development of rural communities (Chang, 2019). By enhancing cultural pride, local residents can stimulate more economic opportunities, especially in the development of cultural tourism and related industries (Chen, 2022). Cultural tourism not only brings vitality to the local economy, but also promotes ecological protection and sustainable development, thereby achieving dual prosperity of economy and culture.

In today's era of integrated media, rapid technological advancements and diverse communication platforms provide unprecedented opportunities for revitalizing Zhuang culture (Cui, 2024). The emergence of digital technology has provided us with new ways to interact with audiences, while cross-border cultural integration has also promoted innovative cooperation, which can effectively amplify the influence of cultural narratives (Zhang & Oyang, 2023). Establish a digital platform dedicated to Zhuang culture and support multimedia promotional matrices to effectively disseminate and celebrate the heritage of this ethnic group.

By utilizing these modern tools and resources, we can not only reveal the unique charm and intrinsic value of Zhuang culture, but also ensure its relevance and vitality in modern society (Zeng Li, 2021). This initiative is not only a celebration of the past, but also paves the way for the dynamic future of Zhuang culture. With the continuous development of society, we look forward to seeing Zhuang culture continue to shine and become an important part of Chinese culture in the global cultural landscape, contributing to the diversity and harmonious development of human civilization.

RESEARCH METHODS

The Zhuang nationality's traditional culture represents a rich heritage crafted by its ancestors throughout history (Yan, 2024). This culture is a vital component of the broader traditional culture of the Chinese nation, contributing distinctive national charm and regional characteristics (Zhang & Jie, 2022). With the emergence of the integrated media era-where traditional and new media converge through information technology to create a model characterized by resource accommodation, content integration, publicity integration, and benefit integration-new possibilities arise for the creative transformation and innovative development of China's excellent traditional cultures (Cui, 2023). This integrated media landscape offers a broader platform and richer resources for the inheritance and innovation of Zhuang culture. This study focuses on the excellent traditional culture of the Zhuang ethnic group and explores its innovative development in the era of integrated media. The core content includes its value foundation, development opportunities, and development path. The detailed research method flowchart is shown in Figure 1.



Figure 1: Organizational structure of the article

RESULT AND DISCUSSION

The value implication of innovative development of Zhuang excellent traditional culture

The traditional culture of the Zhuang nationality is both diverse in form and rich in content. It encompasses various elements, including Zhuang rice culture, song fairs, Chuanyang song education, and Zhuang brocade, alongside ideological concepts and traditional virtues that emphasize harmony, patriotism, environmental stewardship, unity, mutual assistance, hard work, and practicality. This strong ideological foundation has fostered unity and social stability among all ethnic groups in the Guangxi Zhuang Autonomous Region over the past 60 years, under the leadership of the party, making it a model area for national unity and progress (Xi, 2017). However, in the context of deepening economic globalization, cultures are increasingly integrated and confronted. The rise of network information technology has also introduced negative influences and foreign cultures that threaten the preservation of excellent traditional cultures. Therefore, it is essential to innovatively develop Zhuang culture to infuse it with new vitality while maintaining its unique characteristics. This approach will better protect the diversity of Chinese culture, enhance national cohesion, meet the growing spiritual and cultural needs of the people, and underscore the contemporary relevance of Zhuang traditional culture.

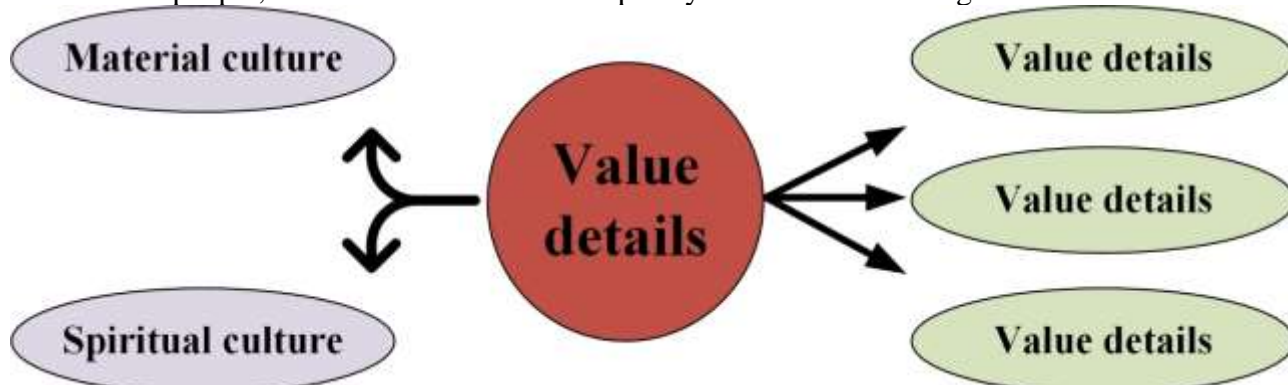


Figure 2: The value of Zhuang excellent traditional culture

Enhance cultural confidence and protect the diversity of Chinese culture. Cultural self-confidence serves as a vital spiritual foundation for the development of any country or nation. Only those nations that possess cultural self-confidence can stand firm and progress effectively.

The innovative development of Zhuang's exceptional traditional culture involves a deep exploration of its unique value, examining the historical context of Zhuang culture from a vertical perspective. This approach aims to comprehensively reflect the wisdom and achievements of Zhuang ancestors throughout history, distilling core values and admirable qualities inherent in their culture. By integrating these traditional elements—such as Zhuang folk songs and bronze drums—with modern music and stage technologies, we can create culturally relevant works that resonate with contemporary audiences. This not only enables the Zhuang people to gain a deeper understanding of their cultural roots and distinctive charm but also enhances their sense of national pride and belonging. Such efforts foster love and respect for their heritage, empowering them to cherish and confidently promote their cultural identity. Furthermore, cultural diversity is the norm in today's world. Chinese culture is a rich tapestry woven by the contributions of 56 ethnic groups, with each culture playing an indispensable role (Fang, 2022). The excellent traditional culture of the Zhuang nationality adds vibrant colors to this multicultural landscape with its unique style and appeal. Through innovative development, we can protect and inherit the essence of Zhuang culture while also facilitating exchanges and mutual learning among different ethnic cultures, thereby promoting the prosperity and growth of Chinese culture as a whole.

Enhance national identity and promote national unity and progress. Culture serves as the spiritual home for all nations, with cultural identity representing the deepest level of belonging. It is the foundation of national unity, the essence of social harmony, and the spiritual anchor of the Chinese national community. To foster a strong sense of community among the Chinese nation, it is essential to protect and inherit the outstanding traditional cultures of all ethnic groups. This effort will strengthen cultural identity and pride while facilitating meaningful exchanges, ultimately creating a shared spiritual home for all. In light of the unprecedented global changes we are currently experiencing, it is crucial to establish and maintain a dominant ideological front. This requires enhancing awareness of the importance of preserving and developing the traditional cultures of all ethnic groups, ensuring that these rich heritages evolve in harmony with the broader Chinese culture. Such alignment will continuously bolster national belonging, identity, and cohesion, thereby promoting modernization through the collective strength of the Chinese nation. Innovative methods to showcase and share Zhuang culture can significantly enhance understanding and respect from other ethnic groups, fostering cultural exchange and integration (Zhang, 2023). Additionally, this approach encourages mutual enrichment through the absorption of each other's exceptional cultural elements. For instance, the values of diligence, courage, and kindness inherent in Zhuang culture are not only cherished by the Zhuang people but also embraced by others. By establishing a common cultural value system, we can dismantle barriers and prejudices between different ethnicities, cultivating a collaborative environment for shared prosperity and development. This unity enhances the cohesion and centripetal force of the Chinese nation, encouraging all ethnic groups to come together like pomegranate seeds, rooted in cultural identity. In doing so, we lay a solid foundation for safeguarding national unity and harmony.

Enrich spiritual and cultural life and promote the construction of rural civilization

Spiritual and cultural life constitutes a vital aspect of people's existence. Achieving both material and spiritual prosperity is essential for socialist modernization. Therefore, it is imperative to continuously foster and advance cultural initiatives and industries. As lifestyles evolve and scientific progress accelerates, the demand for spiritual culture is rising daily. The rich traditional culture of the Zhuang nationality must be creatively transformed to align with contemporary needs, generating cultural products and services that resonate with modern aesthetics and diverse spiritual requirements (Ding, 2023). For instance, the March 3rd Song Fair in Guangxi, a traditional event featuring singing, dancing, games, and social interactions,

exemplifies such innovation. This event has been rebranded as "March 3rd in Guangxi" and designated as a local legal holiday, significantly altering its form and significance as a national festival. The themed cultural initiative "Guangxi March 3 · Guangxi Carnival" operates under the principles of government leadership, social organization, mass participation, and cultural prominence. It aims to establish a national cultural brand that integrates ethnic culture, mass sports tourism, and unique consumer experiences, with widespread involvement from various ethnic groups in the region. This initiative has garnered strong appeal among domestic and international tourists, further amplifying the influence of "Guangxi March 3." Such activities not only allow participants to appreciate traditional arts and engage in cultural events but also enhance their aesthetic sensibilities and spiritual well-being. Additionally, the values embedded in Zhuang culture—such as respect for elders, care for youth, honesty, friendliness, diligence, and frugality—are creatively integrated into rural governance. This integration helps cultivate a proper value orientation and code of conduct among communities, fostering a civilized, healthy, and progressive rural social environment. In turn, these efforts provide robust cultural support for promoting rural revitalization and advancing social civilization.

Opportunities for innovative development of Zhuang excellent traditional culture in the era of media integration

The rapid advancement of information technology and the widespread use of the Internet have ushered in the era of integrated media. This era combines various communication methods, including traditional media, the Internet, and mobile platforms, creating a new media ecosystem that diversifies information dissemination. Within this context, integrated media technology has significantly fostered the innovative development of Zhuang traditional culture. By leveraging integrated media, rich content creation and diverse presentation formats can enhance the reach and impact of Zhuang cultural dissemination. This approach enables a broader audience to appreciate and engage with Zhuang culture, ultimately promoting its inheritance and development while yielding socio-economic benefits from cultural resources.

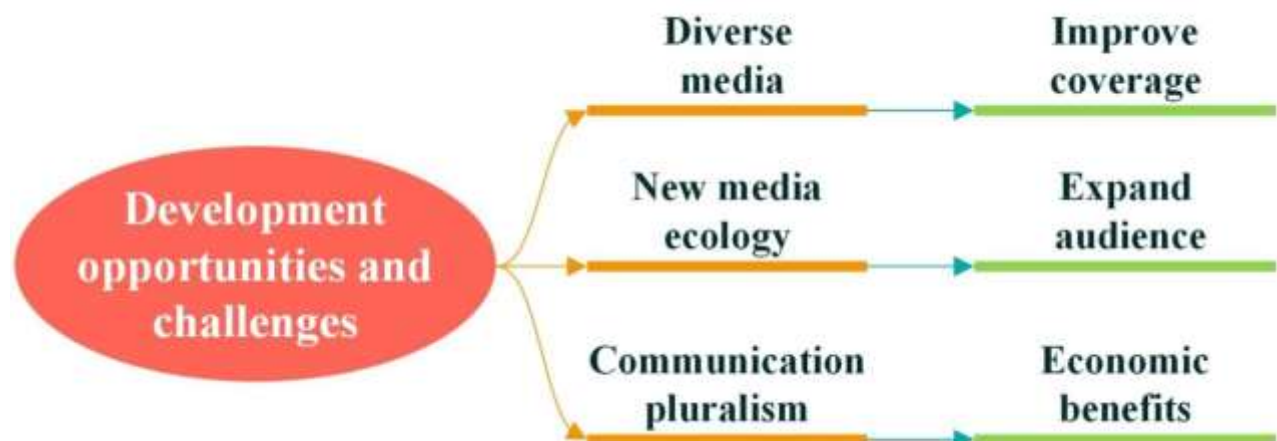


Figure 3: Opportunities and challenges for the development of Zhuang excellent traditional culture

Diversified communication channels to expand the influence of Zhuang culture. The Internet, mobile media, social media, and other integrated media platforms are characterized by rapid transmission speeds, wide coverage, and strong interactivity. These platforms facilitate comprehensive information sharing, three-dimensional presentations, diverse content formats, and timely dissemination, allowing excellent cultural elements such as Zhuang traditional music, dance, clothing, and festivals to reach broader audiences quickly. The dynamic audiovisual nature of these media—incorporating graphics, music, animation, short videos, and micro-articles—aligns with contemporary preferences for "short, flat, and fast" information consumption, as seen on popular platforms like WeChat, Weibo, and Douyin. To enhance the

visibility of Zhuang culture, it is essential to decompose, refine, or reorganize its traditional resources and distribute them across various media platforms according to local contexts. This multi-platform and multi-angle approach enables Zhuang culture to transcend geographical and temporal constraints, capturing audience attention through strong visual impacts. By increasing public interest and engagement, these strategies facilitate greater exposure and influence for Zhuang cultural expressions. Moreover, integrating user feedback and interaction on media platforms allows for a timely understanding of audience needs and expectations regarding Zhuang culture. This shift transforms users from passive receivers to active participants, providing clearer directions for innovative development and ensuring a continuous flow of creative inspiration for Zhuang cultural expressions. Additionally, advanced technologies such as virtual reality (VR), augmented reality (AR), and 720-degree panoramic imaging provide immersive experiences that allow audiences to engage with Zhuang traditional festivals, architectural styles, and folk customs (Tang, 2024). Such experiences deepen understanding and appreciation of Zhuang culture, fostering a stronger sense of identity among participants. For instance, the Guanglv Yuanjing Space, Guangxi's first cultural tourism digital experience pavilion, began trial operations in Nanning's night block in February 2024. This venue combines Guangxi's cultural heritage with digital innovation, enabling visitors to transcend time and space while experiencing the region's stunning landscapes and Zhuang cultural treasures, including bronze drums, five-color Zhuang brocade, and Huashan murals. This creates a rich cultural tourism experience. Furthermore, integrating diverse cultural information on media platforms fosters a symbiotic cultural landscape, allowing Zhuang culture to absorb influences from other cultures. This process promotes continual improvement and innovation, imbuing Zhuang's traditional culture with modern relevance and enhancing overall appreciation and affection for it in the contemporary era.

Technology enables personalization to meet the diverse needs of the audience. The era of integrated media offers diverse technologies and resources crucial for the innovative development of Zhuang traditional culture. Content creation can leverage new technologies such as digital animation, AI, 5G, and VR to combine various cultural elements of the Zhuang nationality with modern design and artistic techniques. This approach enables the production of diverse and personalized cultural products. For instance, Zhuang folk songs can be deeply explored to reveal their classic essence while incorporating contemporary ideas and fashion elements. By merging innovative media techniques and forms, we can create compelling works that resonate with modern audiences, showcasing the allure of Zhuang culture and art. Additionally, cultural communication targets a wide array of audiences, increasingly reflecting personalized and differentiated demands. Through mobile internet and display technologies, traditional culture can be disseminated across time and regions via various platforms (Wang, 2023). Media organizations and enterprises are harnessing technology to explore user needs from multiple angles, striving to enhance communication efficiency. By employing information technology to develop user profiles based on behaviors, interests, and preferences, we can align these profiles with content tags, enabling the delivery of targeted Zhuang cultural content and services. This approach supports the transformation of Zhuang traditional culture from "flood irrigation" to "precision drip irrigation." For example, to foster high-quality cultural tourism through technology, Guangxi introduced the "Liusanjie digital persona" in March 2023, utilizing multimodal human-computer interaction. This digital entity not only performs folk songs and speaks English but also offers tourists comprehensive services for dining, lodging, travel, shopping, and entertainment. By providing a fresh perspective and identity, it bridges cultural gaps, engaging contemporary youth with Guangxi's rich traditional culture and catering to personalized needs, thus revitalizing cultural tourism communication. Moreover, the internet's vast network data and content resources facilitate quick and easy access to information through

integrated media. By carefully packaging and editing Zhuang cultural materials with appropriate modern elements, we can create rich, diverse works that present Zhuang culture in an accessible and relatable manner, bringing it closer to everyday life.

Cross border integration and innovation to realize the industrial value of cultural resources. The entrepreneurial opportunities and career development prospects offered by media platforms have increasingly attracted young individuals to engage in the inheritance and advancement of Zhuang culture. Leveraging the rich cultural elements of the Zhuang nationality, these young entrepreneurs are personalizing and customizing creative products such as clothing, household items, and handicrafts, thereby developing a series of culturally distinctive goods (Liao, 2016). They have established consumer platforms for purchasing cultural products and enjoying cultural services through online stores, short videos, and live selling, effectively merging Zhuang cultural resources with modern business models. For instance, some designers have integrated traditional Zhuang patterns into contemporary clothing designs, producing garments that embody both cultural significance and modern aesthetic appeal. Additionally, certain enterprises are capitalizing on the natural landscapes and cultural heritage of Zhuang regions, blending these traditional resources with tourism, leisure, and entertainment industries. This approach not only broadens the application of Zhuang culture but also enhances its industrial value. A notable example is the "Guangxi March 3 · Bagui Carnival," which emphasizes national festival activities and strategically highlights trending topics to set the agenda. The event fosters a dynamic platform for cultural exchange among diverse ethnic groups and encourages widespread participation through comprehensive media coverage, thereby creating a vibrant festive atmosphere. Concurrently, various departments have collaborated to establish an integrated product supply system and ensure public service support, facilitating effective online and offline synergy. This multi-faceted cooperation promotes Zhuang cultural resources across various industries, thus extending the value and industrial chains of Zhuang culture while amplifying its influence and appeal.

Innovative development path of Zhuang excellent traditional culture in the era of media integration

Each civilization carries the spiritual essence of its country and nation. Preserving this essence requires not only passing it down through generations but also adapting to contemporary changes and embracing innovation. Science and technology serve as vital forces in revitalizing cultural heritage, facilitating the creative transformation and innovative development of China's rich traditional culture. In the context of rapidly advancing media integration technologies, the excellent traditional culture of the Zhuang nationality can effectively promote its innovative growth and maximize both social benefits and economic value by seizing opportunities, fully leveraging new technologies, constructing a media integration matrix, and optimizing resource integration advantages.

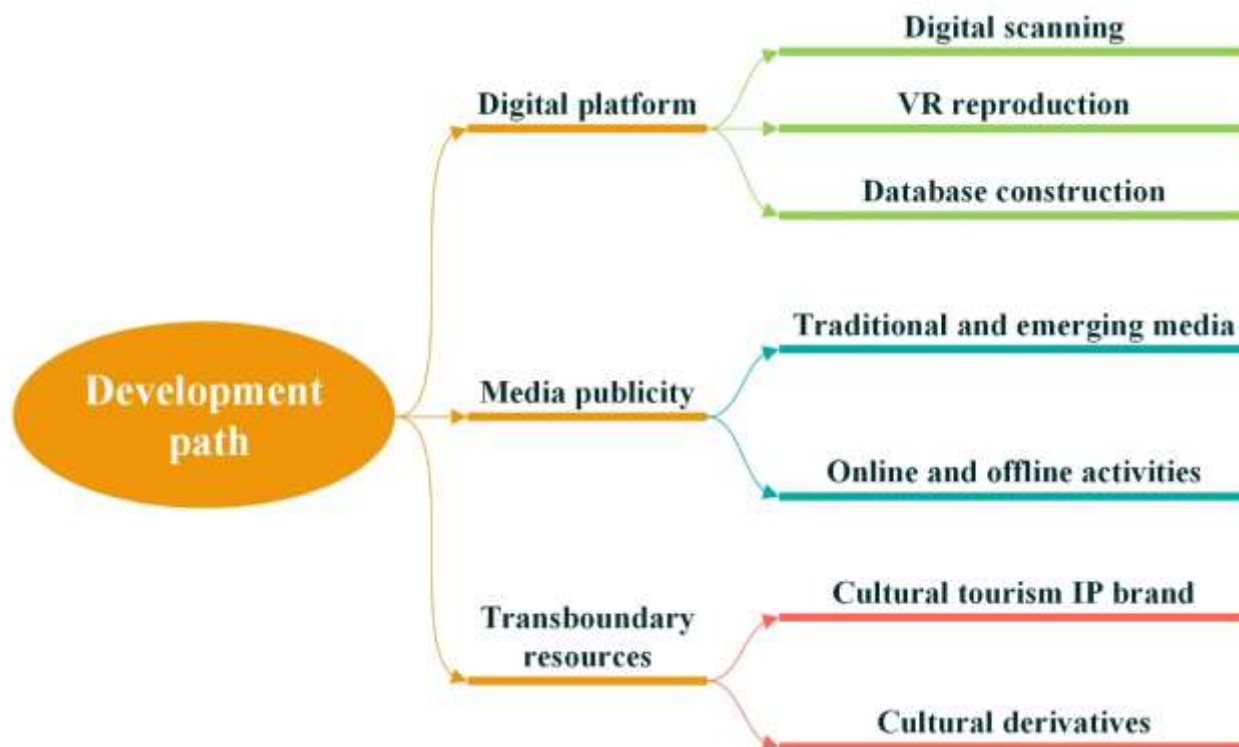


Figure 4: The development path of Zhuang excellent traditional culture

Build a cultural digital platform to promote the inheritance and protection of the excellent traditional culture of Zhuang Nationality. The widespread application of digital technology enables the preservation and continuation of cultural memories through smart media. Integrated media technology offers innovative methods for the digital protection and inheritance of the Zhuang nationality's rich traditional culture. Techniques such as digital scanning, virtual reality reproduction, and database construction facilitate the preservation and display of invaluable cultural heritage, including historical documents, traditional arts, and folk activities. This accessibility allows a broader audience to engage with and understand Zhuang culture via the Internet, promoting its creative transformation and innovative development. The core elements of Zhuang traditional culture are often embedded in material artifacts such as cultural classics, relics, historic sites, and traditional festivals. Researchers must excavate and organize these elements carefully, ensuring the timely digital collection of historical relics, records of significant events, and oral traditions. This involves structured storage aligned with standardized big data systems and the creation of an IP data resource database for Zhuang culture. Such integration of cultural resources will establish a digital platform that supports research and innovation, providing an efficient and open technology-sharing environment for cultural heritage professionals. This approach fosters cultural information exchange and relic protection, ensuring the permanent preservation of these treasures. However, while developing a digital platform for Zhuang culture, it is crucial to safeguard the authenticity and integrity of its traditions, mitigating the risks of commercialization and entertainment. Digital processing should prioritize cultural depth over mere aesthetic renewal, focusing on the intrinsic values of truth, goodness, and beauty. The construction of the digital platform must reflect the unique characteristics of Zhuang culture, avoiding homogenization and rigid applications, thereby presenting this rich heritage in a more vivid and intuitive manner.

Build a media integrated publicity matrix to enhance the effectiveness of the dissemination of Zhuang's excellent traditional culture. In today's information-driven and digital society, traditional media alone cannot address the diverse needs of cultural communication.

Thus, establishing a publicity matrix that integrates multiple media forms has become essential. By combining traditional and emerging media resources, we can leverage their complementary advantages. To enhance cultural exchange, it is crucial to utilize digital technologies such as 5G, virtual reality (VR), and 3D modeling. These innovations can break down barriers of time and space, allowing for the visualization of Zhuang traditional culture and providing audiences with immersive and interactive experiences. This approach should balance authority with humanization, objectivity with engagement, and traditional methods with modern technologies, thus maximizing the efficient dissemination and precise targeting capabilities of big data in the digital realm. A systematic, professional, and scientific approach is needed to comprehensively collect and analyze various engagement metrics—such as reading rates, shares, comments, likes, and saves. This analysis will help us understand the actual communication landscape, user preferences, and emotional responses to Zhuang cultural works, enabling us to offer diverse and personalized information and services to the audience. Furthermore, collaboration with influential social media figures, short video creators, and cultural bloggers is essential. Utilizing platforms like live broadcasts, short videos, and social media can vividly showcase traditional Zhuang cultural expressions—such as music, dance, and handicrafts—thereby attracting the interest of younger audiences. This strategy aims to facilitate cross-platform, cross-media, and cross-interface communication, seamlessly integrating Zhuang culture into daily life and enhancing its reach. Additionally, we should organize both online and offline interactive activities, including cultural lectures, exhibitions, and competitions, to encourage active audience participation. By inviting audiences to engage in the creation, dissemination, and feedback processes, we can foster a virtuous cycle of cultural communication, ultimately enhancing the interactivity, appeal, and effectiveness of our efforts in promoting Zhuang traditional culture.

Integrating the advantages of cross-border resources to promote the development of Zhuang excellent traditional culture industry

With the deep integration of culture and tourism, the government should enhance its support for the Zhuang cultural industry. This includes fostering efficient collaboration among various departments and providing resources in terms of capital, talent, and technology. It is essential to promote the integration of content, platforms, channels, operations, and management, while encouraging societal participation in the inheritance and innovation of Zhuang's rich traditional culture. Such collaborative efforts will facilitate sustainable development within the Zhuang cultural industry. In the current digital economy, it is crucial not only to excavate local historical, cultural, and humanistic resources but also to leverage media platforms to attract traffic. Converting online engagement into offline tourism consumption through cross-border resource integration can significantly expand the reach and impact of Zhuang's traditional cultural industry. Furthermore, enhancing the interconnectedness of various resources within the cultural and tourism sectors will help create an industrial chain that shares common elements, ultimately establishing a cultural tourism brand with distinct regional characteristics. For instance, developing related industrial chains in cultural tourism, customs, cuisine, and entertainment can transform Zhuang culture into marketable products and services. This approach should establish an industrial operation system centered on Zhuang's traditional culture, encompassing performance, cultural experiences, product creation, production, and sales, while integrating related cultural tourism industries. Such a system aims to convert cultural values into economic and social benefits. Additionally, in the era of integrated media, harnessing technological advancements is vital for transforming and upgrading the traditional cultural industry. By creating innovative and scientifically informed Zhuang cultural derivatives, and utilizing big data analytics to explore users' cultural consumption potential, we can achieve

precise marketing tailored to user needs. This strategy will contribute to the high-quality development of the Zhuang cultural industry.

CONCLUSION

The traditional culture of the Zhuang nationality is a vital component of China's rich civilization. Leveraging media platforms and technological advancements can facilitate the integration of resources, enabling a deeper exploration of the contemporary relevance of Zhuang culture and invigorating its cultural vitality. This approach will accelerate the development of a new cultural economy with local characteristics and enhance regional economic and social growth. To achieve this, it is essential to identify effective mechanisms for integrating culture with science and technology. Promoting the creative transformation and innovative development of traditional Chinese culture is crucial for fostering the prosperity of cultural enterprises and industries.

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