

Research on Cultural Resource Communication Strategies in the Tuojiang River Basin in the Era of Convergent Media

Bingxin Lan

Southwest Petroleum University, School of Petroleum and Natural Gas Engineering, Chengdu, China

Abstract

The Tuojiang River Basin is rich in both tangible and intangible cultural heritage (such as the "Tuojiang Chant" and Salt Gang Culture), as well as precious Red Culture resources such as the Red Army Long March sites and the Lushun Uprising site, with significant historical, social, and economic value. In the context of the deep integration of media, traditional communication methods face challenges such as single-dimensional communication, fragmented technological applications, and lack of industrial collaboration. This paper aims to explore how to activate Tuojiang cultural resources through the construction of a closed-loop ecosystem of "value excavation - industrial transformation - technological empowerment," utilizing convergent media methods. By enhancing cultural heritage education to create distinctive brands, deepening the integration of culture and tourism to achieve innovative development, and using digital technologies (AI, AR/VR) to develop immersive experiences, the cultural influence and attractiveness of the Tuojiang River Basin will be enhanced. This is not only a vivid practice of the "creative transformation and innovative development" ("dual innovation") of traditional culture but also a strategic support for promoting the transition of Tuojiang culture from "historical memory" to "contemporary discourse," serving the cultural coordination development of the Chengdu-Chongqing economic circle.

Keywords

Tuojiang River Basin; Cultural Resources; Cultural Communication; Value Creation.

1. Introduction

The diverse and vibrant traditional local cultures collectively form the brilliant Chinese civilization and also drive economic and social development. Passing on the "Red Gene" and promoting excellent revolutionary culture is the shared responsibility of the entire party, the whole country, and society [1, 2]. The Tuojiang River Basin not only possesses intangible cultural heritage of Sichuan Province, such as the "Tuojiang Chant" and "Salt Gang Culture," but also has Red Culture resources like the Red Army Long March sites and the Lushun Uprising site. The cultural resources are rich and hold significant value. With the rapid development of new technologies and new media, we have entered the "convergent media" era, where communication media, methods, and ecosystems have undergone profound changes. Through convergent media communication, enhancing the cultural brand of the Tuojiang River Basin can not only overcome existing communication challenges but also drive the transformation of Tuojiang cultural resources from heritage preservation to value creation.

2. The Value Significance of Cultural Resources in the Tuojiang River Basin

2.1. Historical Value: A Time-Space Carrier of Multiple Red Memories

From the Xinhai Revolution to the Land Revolution, the War of Resistance Against Japanese Aggression, and the Liberation War, the Tuojiang River Basin has produced a large number of patriots and heroic figures. According to incomplete statistics, since the New Democratic Revolution, more than 2,000 martyrs from Neijiang alone have bravely sacrificed their lives for national independence, people's liberation, national prosperity, and the happiness of the people [3, 4]. The Tuojiang River Basin, as an important area for the Red Army's four crossings of the Chishui River during the Long March and for industrial construction in the rear during the War of Resistance Against Japanese Aggression, has 46 provincial and above-level cultural heritage sites, including the Lushun Uprising site and the Shiding Mountain Revolutionary Base. It also has many Red Education bases, such as the Chengxiang Ancient City, Chen Yi's Former Residence, Taiping Ancient Town, the Zhu De Former Residence Exhibition Hall, the Mao Zedong Inspection of the Longchang Gas Mine Memorial Hall, and the National Defense War Museum, all of which are excellent carriers for Red Education. According to the 2023 "South Sichuan Red Sites Survey Report," the "Red Army Crossing the River Site Group" in Luzhou preserves the battle fortifications and marching routes of the Central Red Army's crossing of the Tuojiang River in 1935, and its historical authenticity has been evaluated by party history experts as "first-level protection value." These sites not only serve as material witnesses to revolutionary spirit but also act as "historical anchor points" linking the red cultural belt in the Chengdu-Chongqing area.

2.2. Social Value: A Medium for Constructing Collective Memory and Identity Recognition

The Tuojiang River Basin is rich in cultural resources, and its visual presentation forms are diverse and vibrant. Looking at the Tuojiang River Basin, the fertile Tuojiang River flows through cities such as Deyang, Chengdu, Ziyang, and Neijiang, before merging into the Yangtze River in Luzhou. This basin is one of the most densely populated and economically powerful regions in Sichuan Province. Data shows that although the Tuojiang River's water resources account for only 3.5% of the province's total, it carries 27.4% of the province's population and 32.1% of its GDP, making it one of Sichuan's "mother rivers." The "Tuojiang Chant" is one of the distinctive cultural elements of the Tuojiang River and is also an intangible cultural heritage of Sichuan Province [5]. It reflects the spiritual and cultural needs of laborers in their daily work. The Tuojiang Chant consists of the Tuojiang Shafts Chant and the Tuojiang Boatman's Chant, and is one of the representatives of the southern water system's musical culture in China. The Tuojiang Boatman's Chant is currently mainly passed down in Dongxing District of Neijiang City and Fushun County of Zigong City. The Tuojiang Shafts Chant is mainly passed down in Jintang County of Chengdu. In 2006, the Jintang County government successfully submitted it as a representative intangible cultural heritage of Chengdu. In 2007, the Dongxing District government successfully submitted the Tuojiang Boatman's Chant as a representative intangible cultural heritage of Sichuan Province. The Tuojiang Chant records the rise and fall of water transport and reflects natural conditions, social landscapes, and folk customs. It holds unique cultural and educational significance, making it worthy of protection and inheritance.

2.3. Economic Value: A Strategic Pivot for the Integration of Culture and Tourism

In 2022, the Sichuan Provincial Development and Reform Commission issued the "Overall Plan for the Construction of the Tuojiang Green Development Economic Belt," proposing the full

utilization of the Tuojiang River Basin's solid industrial foundation and rich cultural heritage to promote high-quality development and accelerate the creation of a beautiful, livable, vibrant, charming, and harmonious green development economic belt. With the support of "Red + Ecological" resources, the Tuojiang River Basin has formed a model of coordinated development between 20 national-level water scenic spots and red scenic spots. According to 2023 statistics, the annual reception of red tourism in the basin exceeded 12 million visitors, driving a revenue increase of 3.8 billion yuan in related industries such as catering and accommodation. The "Four Crossings of the Chishui River" VR Experience Hall in Luzhou achieved a peak daily ticket revenue of 520,000 yuan, which confirms the economic transformation potential of red cultural resources. In Wufeng Town of Jintang County, the local government organized elderly boatmen to form a "Tuojiang Chant" performance team, which has performed many times. Local boatmen, such as Xiao Yunfu, collected and organized the history, rhythm, and content of the Tuojiang Chant, and the Sichuan Cultural Department and Music Conservatory used their materials to create the large-scale choral dance program "Tuojiang Chant." This program has performed at multiple festivals and received a strong response. Clearly, the cultural resources of the Tuojiang River Basin are rich, and integrating the red resources along the river with ecological and intangible heritage resources can form a "Red + Green" composite cultural tourism model.

3. Major Limitations in the Communication of Cultural Resources in the Tuojiang River Basin

3.1. Single-Dimensional Communication

During the digitalization process of cultural resources in the Tuojiang River Basin, there has been insufficient responsiveness to the new trends of all-media communication. As a result, visitors still primarily engage in on-site visits, radio, and television, lacking the development of artistic forms of Tuojiang cultural resources. This has led to an insufficient conversion of the energy necessary for their participation in the development of the times, preventing them from fully realizing their potential. Currently, the communication of cultural resources is dominated by government institutions, enterprises, and schools organizing Party-building visits and offline training activities. These methods mainly focus on "didactic" theoretical explanations and revolutionary knowledge lectures, lacking flexibility in approach and innovation in methods. As a result, learners are passively receiving information, and the effectiveness of communication is poor. While some buildings in the Tuojiang River Basin have been developed into tourist attractions, many of the vendors in these areas are locals who have only a rudimentary understanding of the local red stories. They do not actively promote these stories to visitors, often requiring tourists to pay extra for guides or group tours to obtain an explanation. Additionally, the integration of information resources for communication is inadequate. The portrayal of the cultural image of the Tuojiang River Basin fails to effectively highlight the unique characteristics of its six-dimensional cultural resources, lacking an impact that would make the audience feel "struck."

3.2. Fragmented Technological Application

In the age of information explosion, the choices available to audiences are broader, and under these objective factors, there are higher demands for the quality of cultural resource communication works. Although the development of media in recent years has brought some achievements to the communication of Tuojiang River Basin cultural resources, it has also raised higher demands. At present, the use of cultural resources is still in its infancy, mainly relying on literature reviews and static exhibitions. Exhibition content is primarily in the form of text and images, with insufficient audio and video, and modern digital technology is rarely

used to make archives come to life. The integration of information technology remains low, which weakens the appeal and emotional resonance of cultural education, making it difficult to meet expected outcomes [6]. For example, in some historical and cultural scenic areas, visitors can only view simple artifact displays and descriptions, lacking engaging stories and interactive experiences. In a visitor satisfaction survey conducted at a historical cultural site, only 30% of visitors believed the cultural presentation was in-depth, while 70% felt the presentation was single-dimensional and lacked interactivity. Furthermore, the mechanism for sharing archival information resources needs to be further improved. Some information is not fully open or interoperable, and there is a lack of interaction and communication between different institutions, which creates significant difficulties in resource sharing between databases, leading to a fragmented learning experience for the audience.

3.3. Insufficient Industrial Synergy

The cultural industry is an important indicator of regional cultural soft power and economic competitiveness [7, 8]. According to statistics, there are currently more than 2,000 ancient town projects in China, most of which share highly similar architectural styles, commercial formats, and cultural displays. For example, in the ancient towns of the Jiangnan region, such as Zhouzhuang, Wuzhen, and Xitang, the architecture is mainly characterized by water towns, and the commercial activities are concentrated on snacks, handicrafts, and guesthouses, lacking unique cultural connotations and local features. In contrast, the integration of cultural industries and related sectors in the Tuojiang River Basin still has room for improvement. The combinations of "Culture + Technology," "Culture + Tourism," and "Culture + Education" are still in their early stages. Some traditional cultural industries are not closely integrated with digital technologies and the tourism industry, and the cultural product chain has not been sufficiently extended. Within the cultural industry, collaboration among various sectors is lacking, and a comprehensive integration development ecosystem has not yet been formed.

4. Construction Path for Convergent Media of Cultural Resources in the Tuojiang River Basin

While protecting the cultural resources of the Tuojiang River Basin, it is essential to actively promote their rational utilization and inheritance.

4.1. Strengthening Cultural Inheritance Education and Building a Cultural Brand

In recent years, an increasing number of young people have preferred to obtain information through official media, WeChat public accounts, Douyin, and other platforms. New media social platforms emphasize the user's dominant position, and through deep user participation, a larger information production and dissemination team can be formed. According to the 55th "Statistical Report on the Development of the Internet in China" released by the China Internet Network Information Center, by December 2024, the number of internet users in China reached 1.108 billion, an increase of 16.08 million compared to December 2023. The number of online video users, short video users, and micro-drama users reached 1.07 billion, 1.04 billion, and 662 million, respectively, with an internet penetration rate of 78.6%. This demonstrates the enormous potential of new media communication. Creating a cultural brand with the unique characteristics of the Tuojiang River Basin is an important step in enhancing public recognition of the region. The Tuojiang River Basin can utilize these characteristics to organize research and learning activities and create cultural festivals, attracting more public participation and fostering a strong cultural atmosphere.

4.2. Promoting the Deep Integration of Culture and Tourism to Achieve Innovative Development in Cultural Tourism

With the acceleration of industrial structure adjustments and economic transformation, China's cultural industry has made significant progress in recent years. Culture has a strong permeative ability and a close relationship with related industries. Against the background of industrial integration, the cultural industry has become vibrant, giving rise to a new development model of "Culture +." The inheritance and development of cultural resources in the Tuojiang River Basin can not only rely on its own resources but can also integrate the cultural resources of the Tuojiang River Basin with the tourism industry. The river basin possesses rich cultural and natural scenic resources, providing exceptional conditions for the development of cultural tourism. Strengthening the immersion of outstanding traditional Chinese culture in the Tuojiang River Basin, increasing the supply of multi-level cultural products, and guiding the public to deepen their recognition of the "roots" and "soul" of Chinese culture will be key in this process. It is crucial to explore the unique value of the Tuojiang River Basin's cultural resources during this integration, creating attractive and distinctive tourist routes and products. Additionally, enhancing tourism infrastructure, promoting the integration of culture and tourism, and fostering new momentum and advantages are essential. Improving service quality and ensuring that the achievements of the Tuojiang River Basin's cultural tourism industry benefit people's livelihoods will further stimulate tourism consumption potential. The high-quality development of the tourism industry in the Tuojiang River Basin should align with the principles of high-quality development, accelerate the cultivation of smart tourism, actively build new tourism models, and enrich new tourism products. The integration of culture and tourism must continue to evolve to meet the increasingly diverse needs of tourists.

4.3. Utilizing Technological Methods to Develop New Models and Enhance the Influence of Cultural Resources

In recent years, the integration of digital technology has continuously breathed new life into cultural inheritance. For example, the Jingdezhen Royal Kiln Museum, in collaboration with related institutions, established the world's first ancient porcelain gene database. The Nanjing Archives and Nanjing Big Data Group innovatively created a cultural platform for intangible heritage archives, the "Jinling Archives—Lan Tai Shiyi" application system. When artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) technologies are deeply integrated with culture, they offer new solutions and paths for modern expressions of traditional Chinese culture both online and offline through cultural displays, experiences, and communication. By utilizing AI, AR, and other technological methods, the cultural resources of the Tuojiang River Basin can be digitized, creating a cultural resource database and digital exhibition platform. Immersive cultural experience projects can be developed to deepen visitors' sense of engagement and participation. Moreover, digital technology can promote the red architectural culture, bringing it into organizations, grassroots communities, schools, and classrooms. This will allow different groups of people to experience the unique charm and significance of Tuojiang River Basin culture. In the process of creating self-made art works for new media, innovation should be explored. For example, through microfilms, art songs, and stage plays, knowledge, entertainment, and red culture can be seamlessly integrated, and through multimedia (text, images, sound, and video), the appeal of red culture to younger generations can be enhanced. The content of red spirit inheritance should be promoted through rich dissemination formats, using immersive interactions and spiritual resonance to achieve emotional recognition and make the spread of red spirit broader and deeper.

In the context of the deep integration of media, cultural communication must break through spatial and temporal boundaries through "digital activation." By constructing a closed-loop ecosystem of "value excavation - industrial transformation - technological empowerment," the

Tuojiang culture will undergo a creative transformation from "historical memory" to "contemporary discourse." This is not only a concrete practice of the "dual innovation" requirements for traditional culture but also a strategic support for the cultural coordinated development of the Chengdu-Chongqing economic circle.

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