

Study on the Communication Strategies of Li Bing's Images in the Context of the Digital Media Times

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Abstract

In the digital media times, the dissemination of Li Bing's image is faced with dilemmas and challenges. It is necessary to adopt communication methods and approaches that are more suitable for the digital media environment to increase Li Bing's popularity and influence; at the same time, it is also necessary to focus on user involvement and participation and increase user interaction and engagement. In addition, the cross-media integration approach is also a new type of communication method in the digital media era, which can effectively improve the effectiveness and influence of Li Bing's images. These methods can provide powerful support for communicating Li Bing's image, better conveying its historical and cultural connotations and values, and promoting the inheritance and innovation of cultures about Li Bing.

Keywords

The Images of Li Bing; The Digital Media Times; Celebrity Communication.

1. Introduction

Li Bing was a famous engineer, official, and scholar in Chinese history, and the cultures of his figures are essential in Chinese culture. In the digital media era, digital media have the characteristics of fast dissemination, wide range, and strong interaction, etc. The digital media dissemination of Li Bing's image can bring the public a new and reliable vision of Li Bing, allowing people to understand better the excellent qualities and spiritual connotation of Li Bing, thus promoting the better development of China's cultural career. This paper analyses the current situation and problems of Li Bing's image communication in the context of the digital media age, and puts forward corresponding suggestions for the problems.

2. The Current Situation of the Communication of Li Bing's Images in the Digital Media Era

The digital media era is an era of rapid development of information technology, and people's way of acquiring and disseminating information has undergone great changes. In this era, Li Bing's images can be disseminated through various digital media means, such as the Internet, mobile phone applications, social media, and digital television. These digital media means to make it easier for people to access and share information, making Li Bing's image more widely and deeply spread.

On the Internet, Li Bing's images have been widely disseminated. Online encyclopedias, such as Baidu and Wikipedia, have items about Li Bing that provide a detailed account of his life, contributions, and influence, providing an important source of information for people to understand Li Bing. In addition, various online forums, blogs, and other social media platforms allow people to freely express their views and comments about Li Bing, further expanding the reach of Li Bing's figures.

The prevalence of mobile devices has also brought important opportunities for the dissemination of Li Bing's image. People can now access information and materials about Li

Bing anywhere, anytime through mobile apps. For example, some cultural apps offer courses, lectures, and games related to Li Bing. These apps not only help people to understand Li Bing's life and events but also improve their cultural literacy.

In the age of digital television, Li Bing's images have also been widely disseminated. The images and stories of Li Bing can be seen in a number of historical documentaries and cultural programs. These television programs present Li Bing's remarkable talent and monumental achievements in a vivid visual form, further deepening people's knowledge and understanding of Li Bing.

Overall, Li Bing's image is more widely and deeply disseminated in the digital media era, and people can access and share information and materials about Li Bing more easily through various digital media means.

3. The Dilemma of the Communication of Li Bing's Images in the Digital Media Era

In the digital media era, Li Bing's image communication faces some dilemmas and challenges, which are mainly manifested in the following aspects.

3.1. The Information Overload and Media Fragmentation

The rapid development and widespread use of digital media have made it easy for people to access a large amount of information, but at the same time, they are also faced with the dilemma of information overload. People may need to face information from different media, different platforms, and different sources in their daily lives, and in the face of such a huge amount of information, they may have difficulties in choosing and information anxiety. Under such circumstances, the study of Li Bing's figure, as a special cultural phenomenon and spiritual symbol, has shown a fragmented communication trend. The dissemination of Li Bing's images faces the risk of being submerged and ignored, a phenomenon that to a certain extent weakens the audience's memory of the celebrity's images, thus affecting their perception and good feelings towards them. In short, due to the effects of information overload and media fragmentation, people may not be able to accurately capture the information disseminated by Li Bing's image in the midst of information.

3.2. The Information Authenticity and Credibility

In the age of digital media, the authenticity and credibility of information have become important issues.

Due to the rapid development and widespread use of digital media, people can easily access and disseminate information, while at the same time, they may also face the trouble of false information and misleading information. Under such circumstances, the dissemination of Li Bing's image faces the problem of the authenticity and credibility of the information. If the information is disseminated inaccurately and untruthfully, it may have a negative impact on Li Bing's image, or even cause serious damage. In addition, in the digital media era, the speed and breadth of information dissemination have been enhanced, and once misinformation appears, it may quickly spread across the network, with a wider and more powerful influence. [1]

3.3. The Competitive Digital Media Environments

In the age of digital media, the volume of information grows by hundreds of millions every day. Information can be delivered more efficiently and comprehensively through the Internet, and people can grasp information about an event in many ways through different media and different reports when they learn about it. In the digital media era, the competitive digital media environment is also one of the dilemmas facing the communication of Li Bing's images. With the development of digital media, the time and energy of people are increasingly spread across

different media platforms, resulting in increasingly fierce competition between digital media platforms. In such a competitive environment, the communication of Li Bing's images needs to compete with other image communication, as well as competing with other digital media content for people's attention and time. In this competitive digital media environment, Li Bing's image communication needs to find better communication methods and strategies in order to jump away from the influence of digital marketing and commercialization in digital media.

3.4. The Digital Marketing and Commercialization

Digital marketing and commercialization are also some of the dilemmas facing the communication of Li Bing's images in the digital media era. The development of digital media has promoted the popularity of commercialization and digital marketing, which has led to image communication on digital media platforms also starting to have commercial and economic value. On digital media platforms, Li Bing's image communication may be influenced by advertising and commercial marketing, which may cause Li Bing's image communication to be commercialized or over-commercialized, thus losing its original historical and cultural connotation and value. [2] In addition, the influence of digital marketing and commercialization may also lead to changes in the way information is presented, for example, Li Bing's images may be used to promote certain goods or services, or placed in advertisements, which may have a negative impact on Li Bing's images.

3.5. The Changes in Cultural Transmission and Cognitive Habits

The development of digital media has also led to changes in cultural transmission and cognitive habits, which is also one of the dilemmas facing the dissemination of Li Bing's images. With the development of digital media, people's cultural transmission and cognitive habits are also changing, and the ways of presenting and communicating information on digital media platforms are different from the traditional ways of cultural transmission. Under such circumstances, the communication of Li Bing's images needs to adapt to such changes and find ways and forms of communication that are more suitable for the digital media environment. At the same time, it is also necessary to pay attention to the changes in cultural transmission and cognitive habits in the digital media era, in order to better convey Li Bing's historical and cultural values to people.

3.6. The Tendency towards the Generalized Entertainment

At present, "generalized entertainment" has proliferated as a form of entertainment alienation during a period of unprecedented mass media influence, driven by new media technology, commercial operations, and cultural creativity, and consumed by the general public, providing people with too much entertainment and leisure in all areas of society. The so-called "generalized entertainment" refers to a cultural phenomenon with consumerism and enjoyment at its core, using the modern media as the main vehicle to relax people's nervousness and achieve pleasure through dramatic and indiscriminate performances with shallow and empty content, even at the risk of being crude and funny. [2]

Li Bing was the first official international river hydrologist in China and was known as the founder of the "Chinese Dujiangyan" and a great leader in Chinese hydrological engineering, a pioneer, a pioneer, and a founder of Chinese hydrology. However, in recent years, Li Bing's image in the media has changed dramatically due to the phenomenon of cultural "generalized entertainment". The media has transformed Li Bing's image from that of a serious, unsmiling water expert to that of an "internet celebrity" or even a "star", and his portrayal even contains a lot of vulgar and funny elements that mislead citizens about normal aesthetics and values which have been misrepresented the normal aesthetics and values of citizens.

Above all, in the era of digital media, Li Bing's image communication faces dilemmas and challenges such as information overload and media fragmentation, information authenticity

and credibility, the competitive digital media environment, the influence of digital marketing and commercialization, changes in cultural heritage and cognitive habits, and the tendency towards general entertainment. In response to these dilemmas and challenges, the communication of Li Bing's images needs to find better communication methods and strategies in order to better convey Li Bing's historical and cultural connotations and values in digital media. At the same time, it is necessary to pay more attention to the authenticity and credibility of information and to prevent false information and misleading information from negatively affecting the communication of Li Bing's images.

4. The Specific Methods of Communication of Li Bing's Images in the Digital Media Era

In the digital media era, Li Bing's images need to be communicated in a manner and method that is more suitable for the characteristics of the digital media environment, so as to better convey Li Bing's historical and cultural connotations and values. The following are a few specific methods that may be suitable.

4.1. The Use of Social Media Platforms

Social media platforms are among the widely used digital media platforms in the digital media era. The dissemination of Li Bing's images can be carried out through social media platforms such as Weibo, WeChat, and Tik Tok, which are all widely used digital media platforms for modern social interaction and information transfer. Through these platforms, the historical and cultural connotations and values of Li Bing can be conveyed to a wider audience through a variety of forms such as text, images, and videos, enhancing the effectiveness and impact of communication. In addition, social media platforms are also powerfully social and can be utilized for social interaction to increase user involvement and participation, thus enhancing the effect of Li Bing's image dissemination.

4.2. The Use of Digital Cultural Heritage Platforms

The digital cultural heritage platform is a special kind of digital media platform, which is specifically used for the protection and inheritance of digital cultural heritages. Li Bing's images can be disseminated through digital cultural heritage platforms, such as the National Library of Digital Cultural Heritage Protection Platform and the National Museum of China Digital Cultural Heritage Protection Platform. These platforms are professional and authoritative, and can better convey Li Bing's historical and cultural connotations and values, as well as better protect and pass on Li Bing's cultural heritages.

4.3. The Application of Digital Exhibition and Virtual Reality Technology

The digital exhibition and virtual reality technology is a new form of digital communication in the digital media era, which can digitize traditional museum exhibitions and cultural activities, enabling more people to experience the charm of traditional culture through digital media platforms. The dissemination of Li Bing's images can be carried out through digital exhibitions and virtual reality technology, for example through digital exhibitions and virtual museums, to show the historical and cultural connotations and values of Li Bing to more audiences. At the same time, virtual reality technology can also allow users to understand Li Bing and his cultural background more intuitively by means of virtual reality scenes, increasing their sense of involvement and participation.

4.4. The Cross-media Integration

The cross-media integration is a new type of communication method in the digital media era, which can integrate different forms of digital media platforms to form an organic communication network. Li Bing's images can be disseminated through cross-media

integration. For instance, Li Bing's historical and cultural connotations and values can be disseminated across different media platforms, such as digital media platforms, paper publications, television programs, radio programs, and films. The cross-media integration approach can effectively enhance the effectiveness and influence of Li Bing's image communication.

5. Conclusion

The above methods are not only applicable to the communication of Li Bing's images, but also to the communication of the images of other historical and cultural celebrities, and can also be applied to other digital media communication. Although each of these methods has its own characteristics, they can all effectively communicate Li Bing's historical and cultural connotations and values, increase Li Bing's popularity and influence, and at the same time promote the inheritance and innovation of Li Bing's culture. In short, in the digital media era, the communication of Li Bing's images needs to pay attention to the following points: firstly, it is necessary to adopt communication methods and approaches that are more suitable for the digital media environment; secondly, it is necessary to focus on user participation and involvement, and increase user participation through social media platforms and other means; thirdly, it is necessary to pay attention to the way of cross-media integration, and to integrate different forms of digital media platforms integrated to form an organic communication network to improve the effectiveness and influence of Li Bing's image. These methods can provide powerful support for the dissemination of Li Bing's image and better convey its historical and cultural connotations and values.

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