

Research on the Communication Path of Red Culture VR in the New Era

Jian Zhao*

School of Art, Anhui University of Finance and Economics, Bengbu, AnHui, 233000, China.

* Corresponding Author

Abstract

As a precious cultural heritage formed by the Communist Party of China in the process of revolution, red culture is the precious wealth of Chinese traditional culture and the basis and premise of social stability, prosperity and development. In the new era, the innovation of the media has provided strong technical support for the innovation iteration of red cultural symbols. The development of VR technology is shaping our actions, experiences and culture in a new way. The emergence and application of VirtualReality technology (VR technology) has transformed the presentation of red culture. With the promotion of VR technology, red culture will inevitably have more diversified communication channels and modes. The communication mode of red culture under VR technology is characterized by digital technology, generativity and flexibility, which can stimulate more sensory and emotional participation of subjects. Its "immersive communication" effect and "human-computer interaction" experience can make the audience more truly and deeply understand the spiritual connotation of red culture. This paper analyzes the current situation of the application of VR technology in the communication of red culture, and expounds the significance of the application of VR technology in the communication of red culture from the perspective of panoramic display and scene experience, in order to provide a new path for the innovative communication of red culture and provide model support for the application of VR technology.

Keywords

Red culture; Virtual reality technology; Propagation path.

1. Introduction

Red culture is a manifestation of the achievements of a specific historical period of the Chinese revolution. It emerged and formed in the era of the revolutionary war filled with smoke, and has been continuously inherited, enriched, improved and sublimated in the great practice of the construction of socialism with Chinese characteristics and reform and opening up. It has a strong internal historical and cultural force and a tenacious vitality of modern inheritance. In the new era, on the new 100-year journey of building a strong socialist culture and comprehensively building a modern socialist country by raising the banner, gathering the people's hearts, educating the new people, revitalizing the culture and displaying the image, we should strengthen the inheritance and promotion of red culture and its elements, not only to remember the outstanding political wisdom and tenacious struggle spirit shown by the Chinese Communists in the difficult years. Understanding the inexhaustible moral nourishment left by red culture to future generations is more in order to realize the inheritance of the revolutionary spirit and the red gene, and enhance the spiritual strength to realize the great rejuvenation of the Chinese nation.

2. The dissemination status of red culture in the Internet era.

Under the background of the Internet era, the integration and dissemination of various information, including cultural information, is the general trend of The Times, and the financial media has gradually become the mainstream constructor of the diffusion and dissemination of cultural information in the field of public opinion. In taking advantage of the respective communication advantages of new media and traditional media, it is better to build a new pattern of red culture communication by means of financial media, and effectively promote the promotion and inheritance of red culture. Focusing on the publicity subject and the public demand, the communication subject shall strengthen the cooperation with the media product production and release platform, produce and release the ideological, artistic and ornamental online audiovisual products that promote the mainstream cultural values of red culture and national fine traditions. Mainstream media should strengthen cooperation with other information release platforms, gain more attention, comments and forwarding from mainstream media, network media, especially micro-media, and make use of the media communication matrix to continuously improve the communication effect of red culture. Adhere to the correct ideological guidance, and strengthen the communication of the political, ideological and cultural value expression of the content conveyed by the works of online media platforms.

Red culture should follow the trend of The Times to enhance its own value charm, and virtual reality technology also needs to rely on traditional culture to seek local spiritual pillars. In the context of VR technology, image narrative is gradually personalized, breaking the traditional unified communication mode and ushering in a multicultural communication system. Using VR technology to reshape the communication structure of red culture and build a diversified communication path has strong guidance and reference significance for other traditional excellent cultures. First, broaden the path of red culture. VR technology is applied to the field of communication, jumping out of the inherent law of linear narrative, and breaking the time and space restrictions by establishing hyperlinks in the digital space. Breaking the shackles of media forms such as text, audio and video in the age of traditional media, relying on the characteristics of VR technology diversification, convenience and interactivity, it effectively breaks through the barriers of traditional communication methods and builds a new pattern of red culture communication without the restrictions of time, space and region. Second, enhance the educational value of red culture. The combination of red culture and VR panoramic interactive technology can display history in a panoramic and dynamic manner, showing the most beautiful strivers, role models of The Times, learning experience, work history, and matching help. The real historical scenes are constructed in the VR scenes, and the immersive and highly simulated scenes help party members master more red culture. "Around the history of the Party", "leaders", "history corridor", "clean government education" and other topics are not limited by the venue, which improves the efficiency of party building work. Third, improve the artistic value of red culture. Using VR image technology to reshape red culture, such as shooting VR red movies and creating VR games with red culture as the theme. Create works of red culture and art that meet the needs of the contemporary masses of the people, and enhance the artistic charm of red culture.

However, the current digital communication efficiency of red culture needs to be further improved. With the rapid development of big data, cloud computing, blockchain and other technologies in recent years, Internet communication has gradually shifted from platform centralization to user decentralization, and people's Internet thinking mode and information interaction mode have also undergone profound changes. In the coming Web3.0 era, people's digital and intelligent thinking will be further upgraded, and immersive interactive experience will be more common, and the storage and communication forms of red culture in the

traditional media era and the new media era of Web2.0 are already difficult to adapt to this new thinking and interaction mode, and it is bound to make some changes.

3. Innovative expression of VR technology in the red cultural value system

In recent years, with the development of VR technology more and more mature, in addition to the United States, various countries have gradually begun the research and application of VR technology. In China, VR technology has also received widespread attention and application. China has invested a lot of money in the research and development of dry VR technology, and the key universities in China have also invested in the research and development of VR technology, such as: Beijing University of Aeronautics and Astronautics, Harbin Institute of Technology, Zhejiang University CAD&CG State Key Laboratory have achieved good research results. Tsinghua University's National Optical Disc Engineering Research Center adopted Quick Time technology to realize the grand panoramic VR Potala Palace. The VR panoramic live broadcast of the two sessions and the VR live broadcast of the 70th anniversary National Day Parade also adopted the form of 360-degree holographic images so that people can also enjoy the momentum of the parade at home. The application of VR technology can break through the original communication paradigm of red culture, integrate cultural communication with VR technology, and innovate the content form and communication of its cultural communication. On the basis of reshaping red cultural symbols, the communication of red culture needs to integrate, reconstruct and visually present red cultural resources with the help of virtual reality technology, and provide high-quality and innovative red cultural products to the audience, so as to further improve the communication efficiency of red culture.

As a new technology product, VR itself has many differences from traditional communication methods, especially in the classification and application of communication paths. The digital communication based on VR technology has obvious advantages, but the constraints from VR technology itself are also complicated. Due to the late start of VR technology and short development time, the equipment still has many shortcomings, the content production is also facing the trouble of long cycle and high cost, and the communication content has not yet formed a system, and the integration with other technologies and media is difficult to further promote. If the digital communication path relying on VR technology wants to achieve breakthrough development, it should strengthen the comprehensive application of cutting-edge technologies such as 5G communication, big data and artificial intelligence with technological breakthrough as the focus. At present, there are few researches on the VR communication path of red culture in China. This project is of great theoretical significance to promote red culture in the new era by studying the VR communication path.

Building red culture exhibition hall based on VR panoramic technology to enhance the educational value of red culture. The technology is a comprehensive application of digital image information processing, computer graphics, multimedia technology, model identification, network information, a new generation of artificial intelligence, sensor product technology and high resolution display and other high-tech. Vision, hearing and touch are integrated to form a real 3D virtual environment information integration technology system. Therefore, the revolutionary memorial hall, revolutionary struggle sites, historical figures and other physical red cultural heritage can use VR technology to create a three-dimensional virtual environment with high historical reproduction and strong sense of experience. For example, the VR Party Building Hall of Anhui University of Finance and Economics uses VR technology to simulate a panoramic interactive red culture party building laboratory. Through the all-round and three-dimensional application of vision and hearing, it vividly displays the glorious history of the Party, innovates the carrier of education and propaganda of clean government, breaks the time and space restrictions of traditional red culture transmission, and makes the text and pictures

on books "move". Fully mobilize the learning enthusiasm of the audience, and truly make the Party class "alive".

4. Construct a new pattern of red culture communication based on VR technology

Since entering the new era, the accelerated transformation of media has promoted the rapid evolution of cultural communication modes. Red culture, which embodies the spiritual value and historical imagination of the Chinese nation, has been affected by the all-media technology system in the new era in terms of communication mechanism. With the combination of virtual reality technology and red culture, the communication path is adjusted and reconstructed closely with the technological change, and the efficiency and intensity of red culture communication are effectively improved. The high degree of simulation of the real environment based on VR technology makes the perception state of "immersive" have a richer and more delicate performance. Its flexibility and interactive characteristics are comprehensive innovations in information transmission from content to form and then to user perception and experience, which have incomparable advantages over other media. It has a transformative impact on the communication efficiency of red culture.

Explore the educational function of red culture in the new era. The stories told by red culture are often profound and serious, and it is inevitable to use historical data and documents in the communication process, which is easy to cause tension in the communication atmosphere and make the audience feel distant from red culture. On the basis of not deviating from the value system of red culture, VR technology can reshape red cultural symbols such as heroes, red regions and red stories, break the traditional communication mode of red culture, innovate the expression form of red culture, enhance the affinity of red culture, and make red culture more intuitive and specific in front of the audience. So that the red culture and the people enjoy the various forms of art closely combined, to achieve better communication effects.

Enriching red culture is based on the artistic value of VR images. As the VR film "Window" creator Shao Qing said: "the soul of VR film lies in the plot, technology should be with the" temperature "." Only VR films with "temperature" can truly move people's hearts, immerse them and feel empathy, rather than relying only on the immersive support of VR. Take the red cultural value system as the core, create the conditions for cross-communication with other media, make better use of the existing communication ecological advantages to enrich the connotation of red culture communication, carry out artistic innovation on red cultural symbols, expand the depth of content communication, and improve the value of red culture and art.

5. Peroration

Based on the artistic exploration of red culture under the communication path of VR technology: the stories told by red culture are often profound and serious, and it is inevitable to use historical data and documents in the communication process, which is easy to cause tension in the communication atmosphere and make the audience feel distant from red culture. On the basis of not deviating from the value system of red culture, VR technology can reshape red cultural symbols such as heroes, red regions and red stories, break the traditional communication mode of red culture, innovate the artistic expression forms of red culture, enhance the affinity of red culture, and make red culture more intuitive and specific in front of the audience. So that the red culture and the people enjoy the various forms of art closely combined, to achieve better communication effects.

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