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ВЛИЯНИЕ НОВЫХ МЕДИА НА ЗАЩИТУ И НАСЛЕДОВАНИЕ ТРАДИЦИОННОЙ КУЛЬТУРЫ

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Аннотация. В условиях динамичного пересечения новых медиа и традиционной культуры цифровой ландшафт становится важнейшей ареной для защиты и наследования культурного наследия. В данной статье рассматривается преобразующая роль новых медиа в поддержании и передаче традиционной культуры в условиях глобализации и технологической эволюции. В начале работы рассматривается значение новых медиа как инструмента сохранения культуры, обеспечивающего беспрецедентный доступ к культурным знаниям и их распространение. Далее в исследовании рассматривается, как цифровые платформы способствуют вовлечению молодых поколений в традиционную практику, обеспечивая тем самым ее преемственность. На примере ряда тематических исследований в статье показаны как успешные, так и предостерегающие примеры адаптации культурного наследия в цифровой сфере. Кульминацией анализа являются рекомендации для политиков, культурных организаций и сообществ по сохранению традиций с помощью цифровых технологий таким образом, чтобы соблюдалась культурная аутентичность и развивался подлинный культурный обмен.

Ключевые слова: традиционная культура, культурное наследие, цифровое сохранение, культурная аутентичность, глобализация, технологическая эволюция, культурный обмен.

THE IMPACT OF NEW MEDIA ON THE PROTECTION AND INHERITANCE OF TRADITIONAL CULTURE

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Abstract. In the context of the dynamic intersection of new media and traditional culture, the digital landscape is becoming the most important arena for the protection and inheritance of cultural heritage. This article examines the transformative role of new media in maintaining and transmitting traditional culture in the context of globalization and technological evolution. At the beginning of the work, the importance of new media as a tool for preserving culture, providing unprecedented access to cultural knowledge and its dissemination, is considered. Further, the study examines how digital platforms contribute to the involvement of younger generations in traditional practice, thereby ensuring its continuity. Using the example of a number of case studies, the article shows both successful and cautionary examples of adapting cultural heritage in the digital sphere. The analysis culminates in recommendations for politicians, cultural organizations and communities to preserve traditions through digital technologies in such a way that cultural authenticity is respected and genuine cultural exchange develops.

Keywords: Traditional Culture, Cultural Heritage, Digital Preservation, Cultural Authenticity, Globalization, Technological Evolution, Cultural Exchange.

Introduction.

The advent of new media, characterized by the internet, social media platforms, streaming services, and digital archives, has ushered in an unprecedented era of cultural exchange and accessibility. This digital revolution offers unique opportunities for the safeguarding and vibrant transmission of traditional culture to future generations, democratizing access to cultural expressions and empowering

communities to showcase their traditions on a global stage. However, it also raises critical questions about cultural authenticity, commodification, and the impact of globalized consumption patterns on local cultural identities. The role of new media in the protection and inheritance of traditional culture becomes a complex narrative, providing both a platform for enhanced visibility and engagement,

and simultaneously posing challenges to the preservation of cultural essence and integrity. This introduction to the digital landscape sets the stage for a nuanced exploration of how new media technologies impact the accessibility, representation, and perception of cultural heritage across the globe.

As societies become increasingly interconnected through digital platforms, the ways in which cultural heritages—encompassing tangible artifacts, intangible expressions, and digital creations—are accessed, shared, and perceived undergo profound transformations. Yet, the commodification of culture within a market-oriented global media landscape can lead to the trivialization and misinterpretation of traditional cultural expressions. Moreover, concerns about cultural homogenization and the marginalization of less dominant cultural narratives emerge, highlighting the delicate balance between making culture accessible and preserving its authenticity. This paper aims to delve into the multifaceted impact of new media on traditional culture, examining innovative uses of digital media for cultural preservation as well as controversies over cultural representation. Through this exploration, the discussion seeks to illuminate the evolving relationship between new media and traditional culture, offering insights into harnessing digital platforms to support cultural heritage in a way that respects its integrity and promotes genuine cross-cultural understanding and appreciation.

The Role of New Media in Cultural Preservation and Dissemination.

New media has fundamentally transformed the landscape of cultural heritage preservation, access, and dissemination, ushering in a new era where digital technologies play a pivotal role in safeguarding the world's cultural legacies. Digital archives, virtual museums, and online libraries have emerged as invaluable resources for the documentation and storage of cultural artifacts, traditional knowledge, and intangible cultural expressions, providing a stable and accessible platform for future generations. These digital repositories not only serve to protect cultural items from physical degradation but also make them accessible to a global audience, thereby democratizing access to cultural heritage. Social media platforms and content-sharing services further amplify this effect, enabling the widespread sharing of cultural practices and traditions. By reaching audiences well beyond their geographical origins, they foster a global appreciation of cultural diversity and encourage cross-cultural dialogue and understanding [1; 3].

Moreover, new media technologies offer innovative ways to engage with cultural heritage through interactive experiences and storytelling. Augmented reality (AR) and virtual reality (VR) technologies, for example, have been employed to create immersive experiences that bring historical sites and cultural practices to life for users around the world. These technologies not only enhance the educational value of cultural heritage but also create a more engaging and emotive connection with users, thereby increasing their understanding and appreciation of different cultures [4].

However, the digital transformation of cultural heritage is not without its challenges. Issues of digital literacy, copyright, and the digital divide pose significant barriers to the universal access and equitable sharing of cultural resources. Ensuring that digital representations of culture are accurate, respectful, and do not perpetuate stereotypes or misinterpretations requires careful curation and collaboration with cultural communities and stakeholders. Furthermore, the sustainability of digital platforms and the long-term preservation of digital content remain pressing concerns for cultural heritage institutions, necessitating ongoing efforts to develop robust digital preservation strategies and infrastructures [5].

Case Study: Digital Archiving of Indigenous Languages.

Building on the initiatives aimed at digitizing and archiving endangered indigenous languages, it becomes evident that the intersection of new media and linguistic preservation offers a beacon of hope for cultural heritage at risk of extinction. The integration of digital technologies into the preservation efforts provides not only a platform for the documentation and revitalization of these languages but also fosters a sense of global community and shared responsibility towards cultural heritage. By leveraging online archives, virtual platforms, and interactive tools, these initiatives not only secure a digital repository for endangered languages but also enhance accessibility and learning opportunities for both indigenous communities and the global population interested in cultural diversity and linguistic heritage.

However, the journey towards effective digital preservation of indigenous languages is fraught with challenges. Key among these is ensuring the active participation and leadership of indigenous communities in the archiving process, addressing the digital divide that may limit access to new media technologies in remote areas, and navigating the

complex terrain of intellectual property rights to protect the cultural integrity and ownership of linguistic content. Future efforts in this domain must prioritize collaborative approaches that involve linguistic experts, technologists, and, most importantly, the indigenous communities themselves. By doing so, the digital archiving of indigenous languages can evolve into a sustainable, inclusive, and respectful practice that not only preserves languages for posterity but also empowers communities to revitalize and celebrate their linguistic and cultural identities.

Challenges of Cultural Authenticity and Commodification.

The proliferation of new media, despite its numerous benefits, introduces complex challenges to maintaining the authenticity and integrity of traditional cultural expressions. One of the most significant issues is the commodification of culture, where the intrinsic values and spiritual meanings of cultural practices are overshadowed by their commercial appeal. This phenomenon not only risks the oversimplification and misrepresentation of cultural identities but also raises concerns about cultural appropriation. As Hesmondhalgh and Saha [9] argue, the global market's demand for exotic and novel cultural content can lead to a form of cultural homogenization, where unique cultural expressions are stripped of their context and repackaged for mass consumption. Furthermore, the need to adapt cultural expressions for digital platforms can result in a loss of depth and authenticity, potentially alienating the very communities these expressions originate from [8].

Moreover, the digital portrayal of culture, while reaching a wider audience, often requires modifications that can alter the original meaning and context of cultural practices. This adaptation process, while necessary for engaging with global audiences, can inadvertently lead to the erosion of cultural nuances, rendering cultural expressions as mere entertainment rather than valuable cultural heritage. Amin and Thrift [6] discuss the complexities of representing culture in a digital age, emphasizing the risk of reducing cultural practices to simplistic stereotypes that fail to capture their richness and diversity.

Addressing these challenges requires a nuanced understanding of the intersections between culture, technology, and commerce. It necessitates collaborative efforts between cultural practitioners, digital platforms, and audiences to foster authentic representations and sustainable models for cultural

preservation in the digital era. By critically examining the impacts of commodification and advocating for ethical practices in the digital portrayal of culture, we can work towards preserving the depth and integrity of traditional cultural expressions for future generations.

Case Study: The Commercialization of Traditional Festivals.

The global promotion of traditional festivals through digital platforms has led to increased visibility and interest in these events worldwide. For instance, India's Diwali, the Festival of Lights, has seen its cultural and spiritual essence overshadowed by commercialization, as digital marketing and social media transform it into a global spectacle. This transformation is not unique to Diwali; many traditional festivals around the world face similar challenges. The push towards consumerism, driven by digital advertisements and the global marketplace, often dilutes the authentic cultural significance of these festivals. While the digital age offers an opportunity to share cultural traditions with a broader audience, it also risks transforming these traditions into commodified experiences, prioritizing entertainment value over cultural and spiritual depth.

Case Studies of New Media's Impact on Traditional Culture.

The intersection of new media with traditional culture presents a spectrum of outcomes, with each case study shedding light on different facets of this complex relationship. The revitalization of traditional crafts and the promotion of traditional music through digital platforms are two prime examples that demonstrate both the potential and the challenges of integrating new media into the preservation and dissemination of cultural heritage.

Revitalization of Traditional Crafts through Online Marketplaces.

A remarkable example of new media's positive impact is seen in the revitalization of traditional crafts through online marketplaces. Platforms like Etsy and ArtFire have become global stages where artisans and craftsmen can showcase and sell their work, reaching buyers who value the uniqueness and cultural significance of handmade items.

The Role of Streaming Services in Promoting Traditional Music.

Streaming services have emerged as influential platforms for the promotion and dissemination of traditional music, breaking down geographical barriers and introducing these cultural expressions to a global audience. For example, platforms like

Spotify and Apple Music have special playlists dedicated to traditional and folk music from around the world, ranging from Native American flute music to traditional Korean pansori. This accessibility not only expands the audience base for traditional music but also fosters cross-cultural collaborations, as musicians from different traditions discover each other's work and explore new fusions and interpretations. The case of the Mongolian rock band The Hu, which blends heavy metal with traditional Mongolian throat singing and instruments, illustrates how such exposure can lead to significant international success. However, the streaming era also challenges traditional music's authenticity, as artists may feel pressured to modify their sound to suit global tastes, highlighting the need for careful balance between preservation and innovation in the digital age.

Conclusion and recommendations.

The dynamic interplay between new media and traditional culture carves out a multifaceted terrain filled with both promising prospects and formidable challenges. The advent of new media has introduced a suite of innovative mechanisms that can significantly bolster the preservation and inheritance of traditional cultural practices. Yet, this digital embrace demands a meticulous and balanced approach, one that is acutely mindful of the delicate intricacies surrounding cultural authenticity and integrity. Central to navigating this landscape successfully is the active engagement of communities in safeguarding their heritage, the prioritization of educational initiatives that utilize digital tools to foster a deeper understanding of traditional cultures, and the application of these technologies in a manner that is both culturally sensitive and respectful. Through such concerted efforts, new media can transcend its role as merely a technological advancement to become a potent ally in the ongoing endeavor to sustain and invigorate traditional cultures in the contemporary digital epoch.

Recommendations:

① Collaborative Frameworks: Encourage partnerships between digital platforms, cultural institutions, and local communities to ensure that the representation of traditional culture online is authentic, respectful, and aligned with the community's values and aspirations. These collaborations can

facilitate the sharing of knowledge and resources, fostering a more inclusive and representative digital cultural landscape.

② Ethical Considerations: Develop and implement guidelines for the ethical representation of traditional cultures in digital media. This includes respecting intellectual property rights, obtaining informed consent from community members for the use of their cultural expressions, and ensuring that digital portrayals do not perpetuate stereotypes or misconceptions.

③ Community Empowerment: Support initiatives that empower communities to take control of their digital narratives. Providing training and resources for digital literacy and content creation can enable communities to actively participate in the digital preservation of their culture, ensuring that their voices and perspectives lead the way.

④ Educational Initiatives: Invest in educational programs that utilize digital technologies to teach about traditional cultures. Virtual and augmented reality experiences, interactive websites, and online courses can make learning about cultural heritage engaging and accessible to people of all ages, promoting a deeper understanding and appreciation of cultural diversity.

⑤ Sustainable Digital Infrastructure: Advocate for the development of sustainable digital infrastructures that ensure the long-term preservation of digital cultural content. This includes supporting open-access policies, developing robust digital archiving systems, and planning for the future compatibility and readability of digital formats.

⑥ Ongoing Research: Encourage interdisciplinary research into the impacts of digital transformation on cultural heritage. Understanding the complex relationship between new media and traditional culture is crucial for developing strategies that support the preservation and vibrant continuation of cultural traditions in the digital age.

⑦ By adhering to these recommendations, policymakers, cultural practitioners, and technology developers can contribute to a digital ecosystem that respects, preserves, and celebrates traditional cultures. The goal is to harness the potential of new.

Конфликт интересов

Не указан.

Рецензия

Conflict of Interest

None declared.

Review

All articles are reviewed in the double-blind peer review format (the reviewer does not know the name and position of the author,

Все статьи проходят рецензирование в формате double-blind peer review (рецензенту неизвестны имя и должность автора, автору неизвестны имя и должность рецензента). Рецензия может быть предоставлена заинтересованным лицам по запросу.

the author does not know the name and position of the reviewer). The review can be provided to interested persons upon request.

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