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Active Protection and Suggestions of Modern Historic Relics in Yancheng from the Perspective of New Media Communication

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***Abstract**: Modern historic relics are the spiritual landmarks of Yancheng (Jiangsu Province, southern China), but their potential value has not been fully tapped, which is harmful to the education of modern historic relics and long-term heritage protection. This article proposes a series of measures for the live protection and use of modern historic relics, Based on the analysis of the current situation of protection, including the application of new media technology, and continuous optimization of exhibition design.*

***Key words**: Modern historic relics; New media dissemination; Living protection*

Introduction

As a beneficial way to develop tourism, modern historical relics have been proved to have outstanding value in national practice by using new thinking, new technology and new methods for display and dissemination. "Modern historic cultural relic" generally refers to documents and objects that can carry the tradition and spirit of the Chinese nation before the Opium War until the liberation of New China (1840-1949). China has always attached importance to the protection of modern historic relics. In March 2019, the northern Jiangsu area was identified as the country's first modern historic relics protection and utilization area, of which Yancheng (Jiangsu Province) has the most county-level administrative units. There are 248 modern historic sites throughout the city. Protecting and making good use of these modern historic sites play a significant role in patriotism education and the promotion of local economic development. Some scholars believe that the vigorous development of historic tourism in old areas has not only promoted the construction of modern infrastructure in old areas, but also improved the quality of life and employment competitiveness of local residents. At present, people's demand for culture is increasingly strong, the prospects for modern historic tourism development are bright and the space is huge. Yancheng should seize the development opportunities, give full play to its resource advantages, make good use of technology and creativity, seize market opportunities, and further increase the spread and influence of Yancheng's modern historic culture.

Present Status of the Exhibition of the Yancheng Modern Historic Memorial Hall

In recent years, the exhibition level of the modern historic memorial facilities in Yancheng has continued to

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improve. Among the halls such as the rebuilding of the former military headquarters of the New Fourth Army and the site of the Anti-Japanese University five branch, the proportion of high-tech exhibition methods like electronic screens and VR increased from 1% in 2017 By 9% in 2019. Active exploration was made in protection and utilization, and various work achieved certain results.

There are many different types of exhibition renovate in modern historic memorial venues such as the New Fourth Army Memorial Hall. These modern historic memorial venues successively launched digital services such as desktop windows, touch video, holographic projection digital sandboxes, and VR experiences, which changed the traditional static display mode of the memorial hall and enhanced the revolution.

First, Provide interactive functions. By extensively using multimedia interactive devices such as embedded touch screens, electronic virtual interactive systems, and VR experiences, visitors were given the active choice of display content and the appeal of modern historic relics was enhanced. At the same time, in terms of education, research, solicitation, and protection, we strive for breakthroughs in “location to find,” “things to see,” “stories to tell,” “history to speak,” and effectively stimulate the emotional resonance of visitors.

Second, Provide an application video display. Memorial venues comprehensively used the audio and video technology. There were projection, Virtual display and special room for playing the video of memories in the memorial venues. They can help the memorial venues break the model of the traditional physical exhibition hall and solve the problem of lack of commemorative emotional atmosphere. Then memorial venues can pay more attention to the inner feelings of visitors, which has enriched the physical display effect from the "virtual" place. However, these videos rarely use digital special effects technology, and most of them are interview videos or historical material videos.

Third, build digital exhibition halls. Learning from the well-known large-scalemodern historic memorial halls such as the Yanan Modern Historic Memorial Hall, the Nanhu Modern Historic Memorial Hall, and the Memorial to the Victims of the Nanjing Massacre by Japanese Invaders, expand the new exhibition space, open a "digital exhibition hall" to display cultural relic pictures and related documents, and improve the public service level of modern historic relics and social education coverage. At the same time, a platform for soliciting opinions and suggestions was set up to facilitate visitors to give feedback on the exhibition of cultural relics anytime and anywhere to promote the improvement of exhibition work.

Strengthen the Protection and Propaganda of Modern Historic Relics in Yancheng

Attach importance to the inheritance of modern culture, use digital information technology, and rationally formulate communication strategies so that modern historic relics can be widely spread on the Internet and attract the attention of the masses continuously.

First, take the lead in admiring modern culture. The leaders of the municipal party committee and the municipal government have repeatedly paid homage to the Taishan Temple (the reconstruction of the New Fourth Army ’s military headquarters) and the site of the Anti-Japanese University five branch. The development of modern historic ruins should enhance the cultural value of these sites and give them sacred

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spiritual connotations in line with the expectations of the masses, implement the "Big Brass Horse" reset project. So that the memory is planted in the hearts of citizens, and the modern historic context will be passed down from generation to generation.

Second, develop modern historic tourism products. Combining education with the theme of “Do not forget your original heart and remember your mission,” we launched the “Journey of the Original Heart” boutique line to encourage government staff to receive traditional education at the Wu Tiaoling Martyrs Cemetery, Central China Luyi Martyrs Memorial and other places. Launch animated products such as "Jun-Jun" little warrior expression packs to help Yancheng expand the popularity of modern culture on the Internet.

Third, build a mobile communication platform. The memorial itself is "a medium expressed by three-dimensional experience," and it is highly dependent on the three-dimension of the cultural relics experienced by visitors on the spot. Yancheng is making 3D virtual scenic spots and online VR memorial halls one after another in the memorial halls, which makes up for this deficiency to a certain extent. The digital 3D restoration display area of the modern historic relics in APP can help network users“take out” the relics, zoom in and take a closer look at any time, anywhere with the corresponding explanations, and “track” related relics through the link detailed introduction of its information. Then visitors will feel like that they open the "window" about the modern history of Yancheng.

Countermeasures and Suggestions: Promote New Media Technology to Participate in Exhibition Design

In the future, with the increase of the awareness of experience and the development of interactive media, people are no longer satisfied with some media interactive devices used at this stage. To improve the level of exhibition, simulation models such as weapons, clothing, and flags can be printed with the help of MAYA modeling 3D technology, which can help people break the type of visit mode of the past memorial museum “only forbidden to touch.” The "MAYA3D" solution mainly uses the Maya software to import the photographed cultural relic image material into the working window of the modeling mode, and uses the flat 2D picture as the 3D reference, and switches the four different views: front view, top view, side view, and 3D view which perform a 360-degree model production. At the same time, the transparency of the reference pictures are adjusted in the channel box, and the texture is attached to the basic model, which can convert the flat picture into a lifelike 3D model. In addition, compared with real objects and 2D pictures, 3D models can restore the shape and size columns of artifacts in many ways, which overcomes the shortcomings of 2D picture display and window display. By enhancing vision and increasing tactile dimensions, it can stimulate the emotional resonance of visitors.

Also, There is a strong connection between the cultural relics. We need to pay attention to changing the phenomenon that people passively accept cultural relics in the traditional memorial museum. Through different exhibition forms, we can make visitors experience the relevance of cultural relics, which can help them stimulate the desire for in-depth investigation. We can create a three-dimensional meditation space by making and showing digital panoramic war scenes, which can guide visitors to immerse themselves in the atmosphere, and help visitors to establish a connection between cultural relics and memorial objects, thereby sublimating the emotions of visitors. We can use the Pr and AE software to promote the digital

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correlation between cultural relics, and use the "montage" method to connect visitors to events that appear to be irrelevant through scenes. Adding digital special effects to the screen can make the screen more realistic or infectious so that visitors can sublimate the memorial emotions, and reach the realm of the integration of people, things, and emotions. At the same time, the use of digital new media technology to survivor interview videos and oral historic videos can help people overcome the issue of low immersion. A grand panoramic war scene is more conducive to creating a solemn memorial atmosphere than a single cultural relic display, which can form a virtual meditation space around the audience, lead them deep into the contemplation of history State, and inspire them to pursue peace. Or you can use the new media NUKE software, which is a digital node synthesis software. The tracker or camera tracker in NUKE can glue modern historic artifacts to the background in fixed historical background materials. At the same time, in the scene, according to the actual needs of the memorial, it can connect the appropriate lighting, color, material node, etc.

In short, the current modern historic resources of Yancheng have not been deeply integrated into urban development. A new situation where Yancheng modern historic culture combines ecological advantages and promotes each other has not yet formed and the market potential of red tourism is waiting to be tapped. The core of the modern historic culture is interaction. The memorials need to use new media to provide personalized services to many visitors, and enhance the interaction with individual visitors. The active protection of modern historic relics is to combine the practical need for cultural and tourism integration, do a good job of combining online, and offline articles, make full use of the red tourism resources of Yancheng, and let more people feel the spiritual charm of the old modern historic district and help cultural tourism industry in Yancheng has accelerated its integration to achieve high-quality development.

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