Research on the Digital Communication Path of Guangxi Ethnic Villages

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Abstract: *Guangxi Zhuang has a large number of people, a long history and bright culture. The construction of ethnic villages is more distinctive, but it is unknown because of its remote location and limited communication channels. Nowadays, with the advent of the "Internet Plus" era, digital technology can effectively break through the limitation of time and space, build bridges, expand communication objects, and inject vitality into the revitalization and development of ethnic villages. Therefore, to explore the digital communication path of Guangxi ethnic villages can better promote "magnificent Guangxi" into the hearts of people in the world.*

Key words: *Ethnic villages; Digitization; Communication*

Digital Communication Status of Ethnic Villages in Guangxi

Incomplete information of online display platform

The information about ethnic villages on the official website of Guangxi Department of Culture and Tourism only includes the "List of National Key Cultural Relics Protection Units in Guangxi" and the "List of Guangxi Autonomous Region-level Cultural Relics Protection Units", while the official information and links related to ethnic villages are relatively scarce. The virtual exhibition page set up on the official website of Guangxi Museum of nationalities also has only a few virtual exhibitions of ancient architectural ecology. Moreover, the video in the virtual exhibition hall is not clear, the shooting method is single, and the interpretation of text content is lack, which leads to the lack of more effective information for tourists.

Lack of mobile communication channels

There are very few institutions on the WeChat about Guangxi ethnic villages. Only some famous tourist attractions have official account numbers, and most of these official account services are scenic spots consultation. Besides, tickets, transportation cards, annual cards and scenic spots surrounding products are also provided. And the introduction of the scenic spot just copied Baidu Encyclopedia, without in-depth and detailed introduction. Since the majority of public account operators are tourism investment companies, they lack operating experience, so tweets with low frequency, less content and inactivity have become a common problem in tourism accounts.

Under the background that traffic is becoming more and more important, the competent units and operation

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subjects of ethnic villages generally lack Internet thinking and are not aware of WeChat's powerful propaganda, promotion and link capabilities. The official account platform is lack of operation personnel, the quality is poor, and the user link attribute is weak, so the survival rate of most official accounts is not high, and often disappears after a few months of operation. What's more, there are only a handful of topics on Weibo platform about ethnic villages in Guangxi, if any, only a few famous ethnic village scenic spots. It can be seen that the relevant departments in the management of ethnic villages do not fully understand the communication functions and benefits of Internet thinking and digital technology, and can not be in line with the era of integrated media.

The Dilemma of Digital Communication in Guangxi Ethnic Villages

In the new media environment, people's awareness of culture is constantly updated, which leads to the weakening of the cultural status of traditional ethnic villages and even the danger of disappearing. Therefore, the digital communication of Guangxi ethnic villages should not only let more people understand the cultural customs and spatial characteristics of ethnic villages, but also solve the problems in the process of communication at any time, so that ethnic villages can continue to develop and grow.

Conflict between national culture and urban culture

Due to the villagers' insufficient understanding of the culture of ethnic villages, the historical sites and antiquities are seriously damaged and difficult to repair. In addition, with the acceleration of urbanization process, villagers' yearning for urban life and population migration have gradually weakened the ethnic customs of villages. National culture is increasingly strongly impacted by urban culture, and even the cultural monuments of ethnic villages are assimilated, losing their original characteristics and customs.

Conflict between national language and communication language

There are many minorities in Guangxi, each of which has its own language and character symbols. However, in order to expand the audience, the communication process must be through Chinese, so it is particularly important to popularize Chinese in minority areas. Especially in the new media environment, language barrier is not conducive to the complete display of national characteristics to more people, and because of the high cost of translation and production, it will also hinder the digital process of ethnic villages.

In the process of digital communication, ethnic villages will be largely assimilated by the impact of other ethnic cultures. Under the influence of the commodity economy, the original cultural connotation of ethnic villages became weaker and weaker, losing its own rustic and natural charm.

In the era of new media, in order to increase the attention of news, some unscrupulous media often carry out biased publicity and false reports on villages, resulting in one-sided communication content and mysterious village image, which is not conducive to the audience's in-depth understanding and experience of national culture. Moreover, after the spread of new media platform, some ethnic village images will be repeatedly consumed and exposed, losing their own characteristics, coupled with the lack of national identity, the entertainment tendency of villages with national characteristics is more obvious. Therefore, it is necessary to

ensure the integrity and authenticity of cultural communication of ethnic villages, so as to meet the audience's comprehensive interpretation of the image of ethnic villages.

Digital Communication Path of Guangxi Ethnic Villages

Digital museum

Establishing digital museum and displaying information through network platform will become an excellent way to protect ethnic villages. The digital museum is like a treasure database, which integrates a variety of audio-visual elements such as text, image, audio, video, animation, hyperlink, including information retrieval, data storage, data integration and other functions. While making real, systematic and comprehensive records of ethnic villages, it can also store a large number of academic research results and cultural relics.

As a connecting window, the digital museum makes the ancient buildings of different time and space interact with people, and presents the visual and sensible information to the audience. We can use information technology to move the image of Guangxi ethnic villages to the digital museum. Tourists can reproduce the appearance of ethnic villages by clicking the button. At present, large-scale digital projects have been built abroad, and a sound digital museum has multiple functions such as detailed analysis, data reasoning, panoramic 3D dynamic performance, online tourism, etc., which can maximize the utilization and sharing of cultural resources.

The reproduction of the historical information and image space of Guangxi ethnic villages can be achieved through the virtual space constructed by the Digital Museum, which allows the public to see the whole village more intuitively. At the same time, its dynamic display and hyperlink methods allow users to cross control barriers and cognitive gaps, and experience the essence of ethnic village customs conveniently, so that the audience can understand the importance of protecting ethnic culture. In addition, this model can permanently preserve Guangxi ethnic villages and avoid avoid the physical and chemical disappearance.

Animation

Animation communication is a new way of communication in recent years. It is to convey the information to the audience with the help of visual audio-visual images. Animation is a typical representative of visualization in modern society, which takes vision as the leading and creativity as the core, and uses three-dimensional and multi-dimensional audio-visual software to mobilize people's sense of hearing, touch and even taste. Animation scene mainly presents the role activities and space environment in the screen, including nature, architecture, props, light and shadow and other elements. Simple, humorous and emotional expression of animation form will make the information dissemination more vivid and fast.

The animation of the scenes in Guangxi ethnic villages mainly refers to the process that designers use computer technology, drawing software and modeling formula thinking methods to investigate the villages, and effectively process the modeling, color and space of the creation scenes, and then turn the real village scenes into the animation images that the audience can see. As the animation scene can be presented on the screen, some key repeated scenes will naturally leave a deep impression on the audience. For example, Wind

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and Rain Bridge of Yao nationality in Fuchuan, as a public building with Yao characteristics, can provide a place for people working in the fields to enjoy the cool and shelter from the rain. Therefore, we can turn the Wind and Rain Bridge into an animation scene, and reproduce Stone Arch Bridge Gallery, Chuan-dou type wood structure and mortise and tenon joint structure building in the way of digital image, so as to let the vivid and three-dimensional image of Guangxi ethnic villages enter people's vision.

The animation scene based on the national village is presented by embedding the simple and unique architectural style. Such animation scenes have become the carrier of architectural culture transmission, and have innovated the expression forms of beauty, space and culture contained in Guangxi ethnic villages, which plays a positive effect on improving the national value recognition of ethnic village culture and long-term protection.

Virtual reproduction technology

Virtual reappearance is a way to enhance the tourists' experience. It can reappear and restore the Guangxi ethnic village heritage by using 3D animation and virtual reality technology, or protect the village culture by setting virtual scenes. The most important experience in virtual reality is to produce different 3D images through spatial transformation. We can use the three-dimensional space generated by digital virtual technology to integrate the architectural features, decoration styles, cultural characteristics and other contents contained in Guangxi ethnic villages in the interactive scenes with appeal. This kind of virtual experience breaks the limitation of time and space, and enables the audience to have a deeper understanding and experience of ethnic villages.

Virtual reality technology is an extremely important carrier of Guangxi ethnic village communication, and also an effective way to leave ethnic culture in the future. With VR technology, viewers can enjoy the three-dimensional buildings without leaving home, which makes the communication effect and interest better than before.

Moreover, as a new way of exhibition, virtual technology exhibition hall is suitable for Guangxi ethnic villages which have limited technology, insufficient space, long distance and inconvenient transportation. Through the cooperation of machines and remote control, tourists can see the physical scenes, spatial layout and other scenery of ethnic villages far away, and can enjoy exhibitions that will never end without leaving home. Virtual technology brings good news to Guangxi ethnic villages, provides a new channel of display and communication, and finds another way of existence for Guangxi cultural relics which are disappearing or seriously damaged.

Two-dimensional code

As a kind of programming picture, two-dimensional code can be attached to various media platforms, bringing convenience to users, but also forming a communication channel. It can integrate different media and build a bridge of information exchange and information extension between audience and mobile terminal. Scanning code, visitors can quickly get pictures, videos and other information, which provides a new opportunity for the digital communication of ethnic villages.

Guangxi Museum shows the folk customs of living in Guangxi through wax figures, restoration scenes and other ways. If visitors want to understand the characteristics of each nation in a limited time and space, it is not enough to rely only on the signs in the museum and the explanations of the interpreters. In this case, mobile two-dimensional code can not only help visitors communicate directly with cultural relics, but also provide targeted services for their personalized needs. Visitors only need to scan the code next to the exhibits to complete the rapid transmission of information, real-time access to the deep information they are interested in, so as to achieve the "object" interaction between mobile phones and display information.

Short video

The rapid development of digital technology has played an important role in promoting the popularity of intelligent terminals, and short video ushered in the golden age of development. Media users are no longer satisfied with the single image and text expression, but tend to multi-dimensional information dissemination mode, which makes short video have a stable and huge user group. Short video has become a new field of image construction of Guangxi ethnic villages with the characteristics of easy dissemination, entertainment and fragmentation.

Due to the characteristics of younger users, social generalization and fragmented communication, the short video platform promotes Guangxi ethnic villages to move from the historical corner to the younger generation, and pushes ethnic culture with historical significance to the new trend of communication. In the new field of constructing the image of the village on the short video platform, the visualization and younger expression of ethnic villages has become an important way of communication in the new Internet media.

Conclusion

The ethnic villages in Guangxi coagulate the historical relics and realize the dialogue between history and the present. As the carrier of inheriting national culture, it needs more people's attention and support, which is not only the awe of history, but also the spiritual inheritance of Chinese national culture. Under the background of 5G Era, the innovation of the contents, methods and channels of communication in ethnic villages combined with new technologies, platforms and channels can not only bring new narrative ways to ethnic villages in Guangxi, but also inject new vitality into national culture. to get a new development model.

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