

Cultural Communication Models and Strategies of Red Archives in Colleges and Universities under the Perspective of Digital Empowerment

--Analysis Based on the Maletzke Model

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Abstract

This study explores the significant impact of digital technology on the dissemination and accessibility of red archives within colleges and universities, highlighting it as a crucial evolution in these institutions' cultural endeavours. By applying Maletzke's communication model, the research thoroughly investigates the factors influencing red archive culture communication in the digital context within colleges and universities. It develops a specific communication model for these educational institutions. It outlines five strategic approaches to enhance digital empowerment: improving the quality of content, building and enhancing collaborative team structures, upgrading functional features for personalized service offerings, effectively identifying and engaging the target audience, and utilizing policy, culture, and technology as fundamental elements for the sustainable development of red archive resources. This strategic proposal aims to facilitate the effective promotion and use of red archive resources in colleges and universities amidst the ongoing digital transformation.

Keywords

Digital empowerment, University red archives, Cultural dissemination, Influencing factors, Maletzke model.

1. Introduction

The red archives of colleges and universities represent the original records produced throughout their long-term evolution and development, serving as invaluable historical documents. These archives encompass two primary aspects: firstly, the embodiment of the red spirit, genes, and lineage within the archival materials; secondly, the physical records created in the pursuit of socialism and communism, aiding the party's growth, advancing scientific and technological progress, and fostering the red spirit's continuation. Together, these elements chronicle universities' distinguished history and achievements in education, research, and community service, offering substantial material and ideological resources for ideological education, cultural development, and heritage preservation.

In the current digital age, information dissemination and access modes are rapidly evolving, broadening the reach and form of "red archives" dissemination. Digitally enhancing the promotion of red archive culture in colleges and universities has become a crucial direction for advancing cultural initiatives in academic institutions. Consequently, devising innovative strategies for disseminating red archives in the context of digital technology emerges as a significant challenge to augment the exploration and application of red archive resources in Chinese colleges and universities.

This study adopts digital empowerment as its framework to examine the factors influencing the cultural communication of red archives in colleges and universities, utilizing the Maletzke

model. It aims to develop a communication model for red archives in academic settings and propose adaptive strategies, ultimately guiding the enhancement and utilization of red archive resources in Chinese colleges and universities.

2. Analysis of Influencing Factors of Cultural Communication of Red Archives in Colleges and Universities under the Perspective of Digital Empowerment - Based on the Maletzke Model

The Maletzke model, introduced in 1963 through "Psychology of Mass Communication," significantly advanced communication science by incorporating the concept of "field" as a physical term[1]. This model views the mass communication field as a network of social relations and is founded on two main propositions: firstly, mass communication is an interactive process influenced by social relations and the psychological factors of individuals; secondly, individual psychological factors and resultant behavioural characteristics manifest within a specific mass communication field. The model emphasizes the importance of communicators and receivers identifying influential factors from their inherent attributes and the communication environment. Maletzke's framework identifies four core elements of communication: the communicator, the receiver, the medium, and the content. However, it also acknowledges that the communication process is shaped by the psychological and behavioural dynamics of the participants. It is worth noting that the Maletzke model does not reflect the influence of the external environment on the communication process and results, especially in the context of the rapid development of the digital economy and the wide application of digital technology, the impact of digital technology on the communication process is particularly prominent.

2.1. Components of the influencing factors of red archive culture communication in colleges and universities under the perspective of digital empowerment

The components influencing the communication of red archive culture in colleges and universities within the digital empowerment framework include:

Information Content: This encompasses the value, diversity, completeness, comprehensibility, novelty, and authenticity of the information disseminated.

Communication Subject: This covers the authority, attitude, digital literacy, financial support, and personnel structure of the entity responsible for communication.

Digital Media: This involves the interactivity, functionality, safety, effectiveness, acceptability, and accessibility of digital media used in dissemination.

Communication Audience: This includes the audience's structure, demand, digital literacy, information re-sharing behaviour, behavioural characteristics, and feedback.

Information Environment: This pertains to the context of the cultural dissemination of red archives in colleges and universities within the digital empowerment framework. It is defined by factors such as standardization, policy support, the advancement of digital technology, and the socio-cultural environment.

3. The design of red archive culture dissemination model of colleges and universities under the perspective of digital empowerment

Based on this, the content of red archive culture dissemination in colleges and universities under the perspective of digital empowerment is attributed to the basic factors; the subject of red archive culture dissemination in colleges and universities under the perspective of digital empowerment is attributed to the main factors, the digital media in the process of red archive

culture dissemination in colleges and universities under the perspective of digital empowerment is attributed to the media factors, the audience of red archive culture dissemination in colleges and universities under the perspective of digital empowerment is attributed to the audience factors and the external environment of red archive culture dissemination in colleges and universities under the perspective of digital empowerment is attributed to the environmental factors, forming a more systematic concept. The external environment of red archive culture dissemination in colleges and universities is attributed to environmental factors, forming a more systematic concept.

3.1. Model Analysis

3.1.1. Basic factors

The information content is the basic factor affecting the cultural communication of red archives in colleges and universities under the perspective of digital empowerment[2], specifically including the value of red archive information resources, the diversity of red archive information resources, the wholeness of red archive information resources, the innovativeness of red archive information resources, the ease of comprehension of red archive information resources, the novelty of red archive information resources, and the authenticity of red archive information resources, which indicates the basic requirements for resource content of cultural communication of red archives in colleges and universities under the perspective of digital empowerment. The basic requirements of the cultural dissemination of red archives in colleges and universities are the content of resources under the perspective. The information content of red archives in colleges and universities is an important factor in determining the effect of resource dissemination, which is a key factor in influencing the judgment of the main body of dissemination and obtaining the support of the main body of dissemination and also fundamentally has a certain impact on the utilization effect of the recipients, and is the basis for the development and utilization of red archives in colleges and universities.

Value embodies the historical, cultural, and ideological significance inherent in college red archive resources. These values guide and resonate with the audience, enhancing their identification and acceptance of red archives and stand as a primary reason for the noticeable spread of these resources among various information types. The significance of red archives is evident through the historical truths they unveil, the revolutionary spirit they foster, and the socialist core values they impart. Hence, digitizing red archive resources necessitates thoroughly exploring and reinforcing their value, significantly boosting their dissemination impact within academic institutions and the broader society.

The diversity of college red archive resources is evident in their types, forms, and content. Such variety caters to the varied interests of diverse audiences and facilitates dissemination across multiple platforms and formats, amplifying their impact. For instance, red archive resources can manifest as texts, images, audio, video, and other media forms, encompassing news reports, historical analyses, interviews, and reenactments. This diversity enriches the potential for red archive dissemination, warranting special attention during digitization.

Holistic refers to the comprehensive nature of college red archive resources, forming a complete knowledge system that facilitates a thorough understanding and acceptance of the archives[3]. Thus, enhancing the completeness of university red archive resources can significantly boost their dissemination. For instance, university red archive resources should encompass individual historical events and figures and their backgrounds, connections, influences, and roles within the broader historical context, thereby creating a comprehensive red archive information system. The holistic approach to college red archive resources should be a priority during digitization.

Innovativeness pertains to the originality and creativity in the communication forms and content presentation of college red archive resources. Innovative resources captivate the

audience and spark interest, thereby enhancing dissemination. For example, employing digital technologies can render the presentation of university red archive resources more dynamic, intuitive, and interactive, utilizing tools such as virtual reality, augmented reality, and big data visualization. Additionally, adopting new perspectives and methods can deepen, enliven, and enrich content presentation through techniques like storytelling, situational approaches, and characterization.

Ease of comprehension indicates that the content and presentation of college red archive resources are accessible and relatable to the audience. Information that is straightforward to understand can significantly enhance audience comprehension and acceptance, thus elevating dissemination effectiveness. For instance, presenting content in clear, concise, and engaging digital formats can facilitate understanding; similarly, organizing information logically, coherently, and comprehensively in a digital format makes the cultural content of university red archives more accessible and acceptable to the audience.

Novelty emphasizes the originality and distinctiveness of the content, form, and presentation of college and university red archive resources. Innovative resources captivate the audience and spark their interest, thereby enhancing dissemination. For instance, uncovering and showcasing previously unknown stories, perspectives, and details within these archives can increase novelty; similarly, adopting new forms of expression and technological methods, such as animation, games, and social media, can revolutionize how red archive culture is disseminated.

The truthfulness, accuracy, and impartiality of the content and presentation of red archive resources in colleges and universities characterize authenticity. Genuine information resources gain the audience's trust and enhance dissemination. For example, ensuring the veracity and precision of red archive content through meticulous research and verification and demonstrating authenticity through a fair, transparent approach can significantly improve dissemination.

In summary, value, diversity, completeness, innovation, ease of comprehension, novelty, and authenticity critically influence the dissemination of red archive culture in colleges and universities within a digitally empowered context. Effectively considering and leveraging these elements can substantially improve the cultural dissemination of red archives in colleges and universities.

3.1.2. Subject factors

The dissemination subject is pivotal in digitally empowered red archive culture dissemination within colleges and universities. The disseminator, whether an individual, organization, or institution, employs various methods to impart information to recipients. Authority, attitude, digital literacy, financial backing, and staff composition significantly influence the dissemination's effectiveness.

Authority denotes the disseminator's influence during the information dissemination [4]. Subjects with high authority can deliver accurate and credible information, enhancing the trust and acceptance among information recipients and amplifying the information's reach and impact. In the context of red archives in colleges and universities, authoritative entities like educational institutions, government bodies, professional organizations, and experts can more effectively disseminate information due to their recognized credibility and public trust.

The attitude of the dissemination subject significantly influences the method and effectiveness of information dissemination. A proactive and positive attitude enhances the speed and scope of dissemination, as well as the appeal and impact of the information. In promoting red archives in colleges and universities through digital empowerment, disseminators must maintain a positive outlook and continuously seek innovative methods and strategies for more effective and extensive information dissemination.

Digital literacy is crucial for finding, evaluating, utilizing, and creating information in a digital setting [5]. Disseminators with high digital literacy can more effectively leverage digital technologies to enhance the precision and impact of information dissemination. Within the context of red archives in colleges and universities, enhancing digital literacy involves ongoing learning and mastery of new digital technologies and tools, thereby improving information processing and dissemination capabilities.

Financial support plays a critical role in facilitating effective information dissemination. Adequate funding allows for the acquisition of advanced digital technologies and equipment, the employment of specialized personnel, and the implementation of more focused dissemination strategies, leading to more efficient information dissemination. Securing additional financial resources is vital for achieving broader and deeper dissemination for the promotion of red archives in colleges and universities through digital empowerment.

The staffing structure significantly impacts the efficacy of information dissemination[6]. A diverse and specialized team enhances the efficiency and quality of dissemination efforts. For example, promoting red archives in colleges and universities through digital empowerment requires forming a team comprising experts from various fields, ages, and technical proficiencies. This approach addresses the diverse requirements of information dissemination and increases the comprehensiveness and relevance of the efforts.

3.1.3. Media factors

Media factors play a pivotal role in the cultural communication of digitally empowered university red archives, encompassing aspects such as the digital medium's interactivity, objectivity, functionality, safety, effectiveness, acceptance, and accessibility. The quality of the medium significantly influences the audience's content needs and serves as a crucial conduit for information exchange between the sender and the receiver. Digital media's interactivity transforms information dissemination from a unidirectional flow to a bidirectional exchange, enriching and diversifying the information. In the context of university red archives, digital empowerment leverages this interactivity for rapid, accurate, and comprehensive information dissemination while facilitating recipient feedback for ongoing optimization and enhancement. Digital media's rich functionality supports multimedia, interactive, and instantaneous information dissemination [7], catering to the diverse needs of recipients. This functionality enriches and diversifies information dissemination, enhancing its appeal and impact. In the context of university red archives, leveraging digital media's functionality allows for various dissemination methods, increasing the attractiveness and reach of red information.

The safety and effectiveness of digital media are crucial for ensuring the security, truthfulness, and accuracy of information during dissemination[8]. These aspects are vital for maintaining the quality and influence of information dissemination. For university red archives, selecting safe and effective digital media is imperative to guarantee red information's authenticity, accuracy, and completeness.

The receptivity of digital media is crucial for its acceptance and influence within the target audience, significantly affecting the message's reach and depth. High receptivity ensures that the audience can effectively engage with the content, making selecting digital media with high acceptance imperative to disseminate red archive information in colleges and universities efficiently. This selection expands the information's dissemination scope and enhances its impact.

Accessibility of digital media, defined by its popularity and use within the target audience, facilitates quicker and broader information dissemination. In promoting red archives in colleges and universities through digital empowerment, prioritizing accessible digital media is essential for rapid and extensive reach to the target audience.

Moreover, the ongoing advancements in science and technology introduce new digital media and platforms, offering additional avenues for the cultural promotion of university red archives. Innovations such as virtual reality (VR) and augmented reality (AR) enable more vivid and intuitive presentations of red archive information, thereby increasing the appeal and impact of the content.

In conclusion, digital media are pivotal in the cultural dissemination of college red archives through digital empowerment. Leveraging the unique characteristics of digital media enables more efficient and broader dissemination of these archives, thereby enhancing their digital empowerment. Additionally, it is imperative to continually monitor emerging digital media and technologies to optimize the digital dissemination of college red archives.

3.1.4. Audience factors

Audience factors significantly influence the cultural communication of Red University archives through digital empowerment. These factors encompass the audience's structure, digital literacy, information resource re-sharing, behavioural characteristics, and feedback.

The audience's structure, including age, gender, geographic location, and education level, directly impacts the effectiveness of Red Archives' cultural communication in a digitally empowered context. For instance, younger individuals are generally more receptive to new information, making them more likely to engage with digitized red archival resources. Similarly, individuals with higher education levels are often more adept at comprehending and appreciating the nuanced meanings of red archival resources. Consequently, a thorough understanding and analysis of the audience's structural characteristics are essential for targeted communication and enhancing its effectiveness.

Digital literacy is the capacity of individuals to access, comprehend, evaluate, and utilize digital information effectively. Audiences with higher digital literacy are more adept at accessing and understanding red archival information resources. For instance, such audiences can more efficiently leverage information technology to locate and utilize red archival information, enhancing their comprehension of the content. Thus, enhancing the digital literacy of an audience is pivotal in improving the cultural communication impact of red archival information resources in universities.

Information resource re-sharing, the act of audiences assimilating information into their knowledge and disseminating it within the university setting, bolsters the cultural dissemination of digitized red archives and fosters a culture and cognition of sharing. Encouraging audiences towards cultural sharing can broaden the reach and enhance the impact of red archival information dissemination.

The audience's behavioural characteristics, including their habits in acquiring and consuming information[9], significantly influence the cultural communication of red archives. Consequently, recognizing these behavioural traits is crucial for selecting suitable digital communication channels and amplifying the cultural dissemination of red archives.

Feedback from the audience serves as a vital measure of dissemination effectiveness[10]. Analyzing audience feedback enables the assessment of red archival information resources' acceptance, perceptions, and evaluations within the digital university context, facilitating the refinement of communication strategies to heighten the communication impact.

3.1.5. Environmental factors

The information environment constitutes a critical environmental factor influencing the cultural dissemination of digitally empowered university red archives. This environment encompasses four key elements: standard setting, policy support, digital technology development, and the sociocultural context. Standard setting is pivotal in digitizing red archival information resources within higher education institutions. It ensures information consistency and comparability, enhancing its usefulness and accessibility. For red archive information

resources in higher education, standardization encompasses the classification and coding of information, metadata creation and management, and information lifecycle management. Moreover, standardization facilitates the long-term preservation and sustainable access to information. The widespread acceptance and application of standards significantly foster the sharing and reuse of red archive information resources, thereby augmenting their value in higher education institutions.

Policy support is another crucial factor in advancing the digitization of red archival information resources in universities. It offers legal and institutional frameworks that ensure information resource collection, processing, storage, and dissemination. Within the context of higher education, policy support covers various dimensions, including financial investment, talent development, technological advancement, and legal safeguards. Such support facilitates the digitization process, amplifies the influence, and enhances the social value of red archival information resources.

The level of digital technology development directly influences the scope and effectiveness of digitizing red archival information resources in universities. The rapid advancement of information technology, including cloud computing, big data, and artificial intelligence, has fundamentally transformed the collection, processing, storage, and dissemination of information resources. In the context of universities, digital technology enables the efficient management and utilization of these resources. For instance, it allows for extracting valuable knowledge from vast amounts of data through mining and analysis and enhances user experiences with virtual and augmented reality technologies.

Similarly, the sociocultural environment plays a significant role in digital disseminating archival information resources. The characteristics and shifts within this environment influence public demand and acceptance, thereby impacting the dissemination's effectiveness. Higher public awareness and acceptance of red culture correlate with increased demand for red archival information resources. Consequently, the sociocultural environment offers extensive opportunities for digital dissemination within universities.

4. Policy Recommendations

4.1. Enhance Content Quality and Explore High-Quality Resources

Efforts should be intensified in refining and disseminating the core elements of red archive information resources within universities, emphasizing high-quality content dissemination and accentuating cultural highlights. During the digital empowerment of red archive cultural dissemination in universities, enhancing the value, diversity, completeness, innovativeness, and novelty of the information content is crucial. Within the digital context, entities responsible for disseminating red archive culture in universities must, while emphasizing the red gene and spirit, strategically categorize red themes, selecting resources with significant content value, profound implications, and comprehensive information for dissemination. Additionally, there is a need to expand the construction of red archive information resource libraries in universities to be comprehensive, optimizing and consolidating resources across various themes to prevent monotony. This could involve selecting diverse topics such as university red photographs, notable manuscripts, readings on red classics, and red heritage sites for content dissemination. Furthermore, staying abreast of societal trends to unearth university red archives related to notable stories and cultural ethos is essential. Leveraging digital technology to present red archive information resources can maximize the multifaceted value of university red archives, thereby contributing to the advancement of spiritual civilization.

4.2. Strengthen team construction and establish a multi-sectoral joint mechanism

Strengthen the team construction of the dissemination body, first, establish a regular cooperation and exchange mechanism, summarize the experience and shortcomings of the cultural dissemination of college red archives under the new situation, improve the basic digital literacy of the dissemination body personnel, enhance the skills of data collection, processing, innovation, security and other skills, in order to lay the foundation for the development of novel digital information resource products; second, avoid the information island, the dissemination body in the sharing and exchange of dissemination experience basis, help each other to publicize the red archives of colleges and universities, expand the coverage of the cultural dissemination of red archives in colleges and universities, and enhance the influence of the main body of dissemination, so as to improve the breadth and scale of dissemination and make the cultural dissemination of red archives in colleges and universities deeply penetrate into people's hearts. Thirdly, to promote the university history museum, red education base and other institutions to link up to develop the information resource content of university red archives based on fully introducing digital technology, grasping the interactivity and objectivity of the communication media, and relying on high-quality university red archives cultural projects, based on mutual benefit and win-win situation, not only to spread the centripetal and cohesive force of university red archives, but also to seize the cultural culture of university red archives dissemination and dominance of communication, promote synergistic cooperation, and give full play to their respective advantages.

4.3. Enhance Functional Settings and Foster Personalized Service Models

This approach aims to enrich the essence of college red archive culture dissemination by leveraging creativity and digital technology. By utilizing digital tools such as blockchain, AI, and big data, it seeks to cater to the preferences of the target audience, fostering innovation and creativity across a broad spectrum to provide a dynamic, visual, and immersive experience. Emphasizing a people-centric approach, it offers personalized information tailored to the audience's basic attributes, including age, gender, and field of study. This strategy focuses on enhancing the sensory experience of digital empowerment in disseminating college red archives culture, transitioning from traditional paper-based or physical mediums to advanced technologies like VR and holographic projections. The goal is to breathe "new life" into red archive information resources and promote their legacy within colleges and universities.

4.4. Precisely Target the Dissemination Audience and Innovate Dissemination Methods

The audience for cultural communication of red archives in colleges and universities, characterized by their behavioural traits, digital literacy, and demographic structure, plays a crucial role in communication effectiveness. In the era of digital empowerment, it is essential to analyze the audience's capabilities in information gathering, processing, evaluation, and feedback. Tailoring communication strategies accordingly involves selecting suitable media channels and customizing content based on user profiles. This approach ensures broad applicability and relevance in university red archive cultural communication activities by leveraging digital technology to innovate communication channels. Communication methods must evolve, incorporating channels that resonate with target groups and establishing unique platforms for college red archive culture dissemination. Digital empowerment accelerates the utilization of red archive information resources, enhancing the scope and depth of communication. This includes sharing red archive culture content through online platforms such as short video apps, audio-visual materials, WeChat official accounts, and websites, as well

as offering offline experiences with holographic and VR technologies to foster a sense of campus culture and promote the legacy of red archives.

4.5. Embrace "Policy, Culture, and Technology" for Sustainable Development of University Red Archive Resources

In the era of an expanding digital economy, digital technology's integration into various sectors, including culture, underscores the significant influence of national policies, societal norms, and technological advancements on disseminating red archive culture in higher education. Recognizing these factors is crucial for adapting to contemporary challenges. Integrating traditional culture and digital technology opens new pathways for advancing red archive culture within universities. Entities responsible for dissemination should actively align with governmental policies, develop digital standards, and eliminate barriers to the digital dissemination of red archive culture. Moreover, engaging with current social issues, reflecting societal realities, fostering core values, and incorporating these themes into red archive content refreshes the dissemination approach and amplifies social and cultural consciousness, thereby broadening red archives' impact.

Additionally, prioritizing technological innovation is vital. Smartly leveraging digital technology to propagate the essence of red archive culture and melding university red archive resources with societal values can significantly enhance cultural integration. Implementing VR and holographic technologies to recreate historical scenes, digital 3D printing for archive restoration, and showcasing red archive culture through digital media extend audience reach, bridge communication gaps, and safeguard archival integrity, thus fostering the red archive culture's sustainable growth in the digital age.

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