

Research on the Publicity and Innovation Path of Wenzhou Shuomen Ancient Port under the Perspective of All Media

Shiqiao Shan, Wen Xue, Xuanxuan Zheng, Yi Lei, Ruyi Wang

Zhejiang Normal University, Jinhua, Zhejiang, China

Abstract

As an important node of the Maritime Silk Road, Wenzhou Shuomen Ancient Port carries rich historical and cultural values. Through the analysis of the archaeological discovery of the ancient port site and its status in trade and cultural exchange, the current situation and problems of the propaganda channels are discussed, and the innovative publicity path under the perspective of all media is put forward. The discovery of shomen ancient port site fills the gap in the study of urban port of the Maritime Silk Road in China. Its large scale and rich relics, show the outstanding position of ancient Wenzhou as an important trade port. At present, the publicity channels of Shuomen Ancient Port mainly include traditional media and new media, but it still faces problems such as ecological fragmentation of communication, homogenization of content and lack of innovation in form. This paper puts forward the innovative publicity path from the perspective of integrating traditional media and new media resources, create the multi-platform linkage publicity mode, and use the power of we media and government departments, can effectively enhance the spread scope and influence of ancient port culture; developing digital cultural products and holding online and offline integrated cultural activities can further promote the inheritance and innovation of ancient port culture.

Keywords

Wenzhou Shuomen ancient port, ancient wharf site, publicity path, all media, communication.

1. Wenzhou Shuomen Ancient Port Culture Overview

1.1. Ancient port sites and archaeological discoveries

1.1.1. The ancient port site is shocking

In October 2021, when the tunnel project was running in Wenzhou, the excavator bucket suddenly touched a hard and regular object. On closer inspection, it was an orderly ancient stone strip. Then a large number of ancient relics were found in the nearby area, including some stone buildings suspected of ancient wharf structure, a large number of ancient ceramic fragments with exquisite texture and exquisite decoration, and some tools related to water transport, such as wooden oar remains and ropes. After careful screening and analysis, it was finally confirmed that there were ancient ports in this area. Experts on the protection of national cultural relics gave a very heavy assessment —— Shuomen ancient port site is "the only one in China and rare in the world", and its historical and cultural value is immeasurable. As one of the top ten ports of the Maritime Silk Road, Shuomen Ancient Port Site is a witness to the glorious history of Wenzhou's commercial port for thousands of years. Its archaeological discoveries have filled the gap in the urban port research of the Maritime Silk Road in China, and has been selected into the Preparatory List of China's World Cultural Heritage.



Figure 1. Excavation site of Shuomen Ancient Port



Figure 2. Excavation site of Shuomen Ancient Port

1.1.2. Archaeological excavation results

Ten groups of docks extend along the shore, highlighting the huge port operation system; the two ports stand steadily, carrying the distribution of people and goods. The volume of the three shipwrecks is considerable. In the site, the relics of the ancient city water and the land gates fully show the scale of the city. The tall and solid city walls and the wide gates highlight the important position and grand pattern of the city. The brick roads extend in all directions, with an amazing length and coverage, clearly reflecting the extensive and close connection between the ancient port and the outside world at that time. The wooden plank road is a long winding, dotted with Wells, and a large number of ash pits are distributed. Several tons of Song and Yuan porcelain are piled up, and pieces of green porcelain with clear texture and bright luster. Shuomen ancient port site is a large scale and a precious treasure house for the study of the Maritime Silk Road and ancient trade.

Site not only rich relics, complete elements, s clear, or city, port, waterway navigation trinity of the complete system, fill the key of port heritage, is known as the most important archaeological discovery, has outstanding value in the history of world navigation, is also the Hester application project irreplaceable classic samples and supporting heritage points.

At the same time, archaeology also found a large number of specimens reflecting the living conditions of people at that time, such as rice, shells, snails, litchi, olives, peaches and other fruit cores, which show the dietary preferences of Wenzhou people, combined with architectural sites, tea cups, bottles, etc., we can draw the vivid picture of the ancient people drinking tea and drinking at the seaside. In addition, a pair of small and exquisite hammer balls are eye-catching,

reflecting the rich spiritual world and elegant taste of the Song Dynasty people. Wtiles and glass hairpins in the late Tang Dynasty proved that Wenzhou was an important port for trade with Central Asia. Cultural relics such as Longquan porcelain pieces and lacquer wood ware are exquisite, showing the superb skills of ancient craftsmen, and forming a cross-time confirmation with the unearthed objects at the Fastat site in Egypt, reflecting the extensive trade and cultural exchanges between Wenzhou and surrounding areas. These cultural relics span from the Song Dynasty to the Yuan Dynasty.

In addition, its original combination of "slope wharf + dry column building" is more efficient than the contemporary Persian Gulf port. As the RCEP agreement deepens regional economic and trade cooperation, the ancient port sites provide a precious historical mirror image for the reconstruction of the Asian trade network. In the latest archaeological excavation, experts also identified the last gate of Wenzhou City in the Song Dynasty: Fengen Gate. In the Song Dynasty, the gate of the ancient city of Wenzhou was thus filled, and the gap of Wenzhou urban archaeology was also filled. The 10 ancient city gates of Wenzhou in the historical books entered the sight of Wenzhou people for the first time.



Figure 3. Slope-type wharf found at the archaeological site



Figure 4. The remains of the Southern Song Dynasty shipwreck found in the archaeological site



Figure 5. Porcelain piece accumulation at the archaeological site



Figure 6. Nuclear accumulation of shells, snails, olives, and peaches

1.1.3. The value of the ancient port is renewed

The millennium commercial port coincides with the critical moment of the restructuring of the global shipping pattern. In ancient times, as an important water transport hub, the layout of Wenzhou. The strong dikes and fortifications built around it effectively resisted the intrusion of foreign enemies and protected the peace of the people; at the same time, its existence guided the extension of the urban traffic context and the demarcation of the urban area, and became an indispensable element in the key of the ancient Wenzhou urban construction.

At present, under the background of Ningbo Zhoushan Port completing the "14th consecutive crown" of the world's largest port and Shanghai Yangshan Port launching the reform of equity diversification, Wenzhou is taking advantage of the national strategy of "Port Economic Belt" to reshape the new coordinate of the 21st century Maritime Silk Road with Shuomen Ancient Port as the fulcrum. Wangjiang Gate flood control system provides millennium wisdom for the construction of sponge city; the mode of "archaeological layer section display + immersive commercial block", connecting the bank line of the site and ancient port and Shuomen block, connecting multiple exhibition areas, planting new cultural and tourism consumption formats, promotes the deep integration of cultural and tourism, realizing the protection of ancient port site and the surrounding neighborhood protection and development follow the ecological concept, emphasizes the maintenance of the surrounding waters and shoreline ecosystem, plays a demonstration role for the improvement of urban ecological environment, and promotes the harmonious coexistence between man and nature.

At the same time, the new gate ancient port success in the people history textbooks, it not only highlights the important zhou in the ancient maritime trade, to create "Hester city" provides a strong academic support, also as a major breakthrough in Wenzhou cultural heritage work, with the aid of textbooks covering tens of millions of students family spread, greatly enhance the Wenzhou cultural awareness, is expected to bring the Wenzhou text brigade industry massive potential customers, especially to promote the explosive growth of studies travel market, help Wenzhou in the country and the world form unique cultural identity, promote the internationalization of famous historical and cultural city.

1.2. The status of Shuomen Ancient Port of Wenzhou in the Maritime Silk Road

1.2.1. Position in trade transactions

Wenzhou Shuomen ancient port has a profound history. During the Xia and Shang dynasties, the Wenzhou Ouyue people started the early shipping exploration. During the Warring States Period, Wenzhou port was one of the nine important ports recorded in historical records. In the first year of Taining in the Eastern Jin Dynasty, Shuomen Ancient Port was born and became a key window of Wenzhou's foreign exchanges. In the Southern Qiliang Dynasty, the surrounding trade became more prosperous. In the Sui and Tang dynasties, Wenzhou became the "city of a hundred workers" with its rich products and exquisite handicrafts, shouldering the responsibility of foreign trade and cultural exchanges. Ou kiln products were shipped to Japan, Southeast Asia and even Palestine. Five generations set up Boyi business, the official promotion of overseas trade, silk, porcelain and other a large number of export.

During the Song and Yuan dynasties, Shuomen ancient port, the ancient city of Wenzhou and the ancient waterway together formed a complete system. It is not only an important departure port connecting Wenzhou with other places, but also a key hub of maritime transportation between the Central Plains region and the southeast coastal provinces. Wood, tea, porcelain, Juan paper, lacquer ware, fish products and other goods produced in Wenzhou and its surrounding areas were continuously shipped to all parts of the country through the port, and most of the annual tribute paid to the imperial court in the southeast coastal areas were transferred to the capital through shomen ancient port. Shuomen ancient port is open to the outside world to a very high degree, the ships between and from the countries shuttle, foreign

ambassadors and businessmen in an endless stream. Northern song dynasty zhao bian to "city foot thousand furniture boat, jiangxin twin towers pressure waves", the yuan dynasty painter zhen-peng wang in the map, vividly depicts the new gate ancient port boat gathered, mast Qiang spectacular scene, fully show the Wenzhou harbour city integration of busy, noisy and prosperous, highlights its important commercial port in the song and yuan period.

In the current wave of global shipping pattern reform, the three new shipping express lines between Wenzhou and central and Eastern European countries in 2023 will help Wenzhou take the advantage of modern shipping advantages and take the advantage in the tide of relocation of international shipping resources. At present, Wenzhou actively responds to the national "Belt and Road" initiative and strengthens the trade with countries along the Belt and Road. These maritime express lines have become a new trade bridge, and the transport volume of goods is increasing year by year, opening up an efficient channel for Wenzhou products to enter the central and Eastern European market. At the same time, based on the traditional role of Shuomen ancient port, and taking advantage of the new shipping line, Wenzhou actively participated in the discussion of the formulation of international shipping rules, and gradually increased its voice in the field of international shipping.

1.2.2. An important role in cultural exchange

The importance of shomen ancient port is not only reflected in the circulation of material goods, but also has become a gateway to the communication between Chinese and foreign people. Through Shuomen Ancient Port, foreign envoys and merchants can easily enter Wenzhou city and have face-to-face communication with Chinese local officials, literati and business elites, injecting new blood and international color to the history and culture of Wenzhou, the whole China and even the world.

Under the current political background, Wenzhou is actively participating in various international cultural exchange activities. Based on the maritime Silk Road route, Wenzhou has built a provincial overseas economic and trade cooperation zone in Serbia, spreading the open and inclusive culture carried by the ancient port. At the same time, Wenzhou plans to build bonded logistics distribution facilities in the port of Rijeka in Croatia and Constanta in Romania, which is conducive to the formation of a relatively complete, fast and convenient logistics distribution system for the southeast European region. In terms of cultural export, Wenzhou's characteristic art forms such as Ou Opera and drum words are spreading overseas with the help of the cultural context of Shuomen Ancient Port. Some foreign advanced cultural ideas and artistic styles are also introduced into Wenzhou along with these business exchanges and cultural exchange activities, promoting the development of Wenzhou's local cultural and creative industries and enriching the connotation of Chinese culture. As a bridge, Shuomen Ancient Port connects the eastern and Western civilizations, witnessed the mutual learning and inspiration between different cultures, became a precious living fossil carrying historical and cultural exchanges, wrote a brilliant page in the history of human civilization, and has a unique position in the global cultural interaction.

2. Cultural Propaganda Status and Problems of Wenzhou

2.1. Existing ways and effects of publicity

At present, Wenzhou Shuomen Ancient Port has initially formed a two-wheel driven propaganda system: the traditional media represented by TV, newspapers and radio stations continuously consolidate the main position of cultural communication; the new media matrix with short video, live broadcast and social platform takes the advantages of fragmentation and instant communication to realize the younger and scene breakthrough of cultural touch. In addition, as the reality of media propaganda, Zhejiang culture circle is not regularly provides the limited number of the public Open Day, to "cultural activation + scene reduction" innovation

mode, let the ancient port of one thousand merchant sailing shadow and street noise across time and space, revitalize in the participants' cultural experience, form the online linkage of three-dimensional communication pattern.

2.2. Problems and challenges existing in the current publicity

Throughout the current situation, the cultural communication of Shuomen ancient port still faces multiple bottlenecks. The communication ecology is fragmented, traditional media and new media have not yet formed a five-in-one collaborative resonance of "micro-screen", which is difficult to realize cross-platform traffic aggregation; content production falls into homogeneity, insufficient IP, story and emotional creative empowerment, fails to explore distinctive resonance points of The Times; the form lacks innovation, technology application has not been fully integrated into cultural experience scene, it is difficult to meet the urgent needs of young people for immersive and gamified communication; the audience coverage is limited, and the communication radius is confined to local cultural circle; no strategic cooperation mechanism has been established with relevant institutions, resulting in the slow improvement of cultural influence.

Due to the above challenges, the ancient port culture inheritance and development cannot systematically promote, and not better for the audience's interest to make effective recommendation, has not yet fully stimulate the audience's cultural interest and enthusiasm to improve the ancient port culture visibility and reputation, more cannot promote the ancient port culture continuous inheritance and innovation development.

2.3. Survey and analysis of audience needs and preferences

The team issued research questionnaires to the relevant employees, surrounding residents and netizens in Shuomen Ancient Port. The data showed that for the ancient port cultural publicity media, 54% of the audience clearly preferred the cultural communication mode with the network platform as the core, while other popular modes were "TV media", "graphic push" and "outdoor advertising" in order. At the same time, the public generally calls for the deep integration of modern technological elements to create more attractive cultural experience scenes, such as enhancing the sense of interest and participation through innovative interactive forms. Through field investigation, we draw the conclusion that: integrate the communication of shomen ancient port culture with modern science and technology, strengthen the refining and dissemination of cultural symbols, transform the trade wisdom and Marine civilization spirit of the ancient port into cultural signs with the characteristics of The Times, and inject lasting vitality into the brand communication.

3. The Theoretical Basis and Technical Support of Cultural Publicity Under the Perspective of All-media

3.1. The concept and characteristics of all-media communication

3.1.1. What is all-media?

Omnimedia refers to the sum of various forms of communication covering traditional media and new media, integrating traditional and new media, and breaking the boundary between traditional media such as newspaper, radio and television and the Internet and mobile clients. With cutting-edge technologies such as AI intelligent matching and big data accurate push, information can realize the free shuttle across platforms, so that publicity can move from one-way voice to full-dimensional resonance, achieve seamless communication, and reshape the publicity pattern.

In January 2019, General Secretary Xi Jinping pointed out: " With the continuous development of all media, the full process of media, holographic media, full media and full media have

appeared. Information is everywhere, everywhere, and no one needs, which has led to profound changes in the ecology of public opinion, media pattern and communication mode." [6] This stands in the height of The Times to the current media development and change has made an accurate summary.

3.1.2. Characteristics of all-media communication

Generespread and real-time. Its core lies in the [8] of "all-medium communication", which breaks through the limitations of traditional paper media and creates a diversified and full-dimensional communication pattern. Traditional media produce high-quality original content with professional editorial team and profound content precipitation, while new media rely on cutting-edge technology; the two are deeply integrated to build a communication matrix covering various media forms.

interactivity. Let the communication is no longer a cold information transmission, but a dynamic two-way and even multi-direction communication, which enhances the depth of information communication and user stickiness.

individuation. Media platforms provide targeted content distribution services according to the interests, preferences and behavior habits of different groups.

timeliness. Relying on big data and intelligent algorithms, the system can capture the hot spots of ancient port culture in real time and accurately understand user needs. Through the seamless integration of TV, network, social media and other media resources, the shackles of communication between platforms are broken, and the ancient port cultural information and activities are spread to every corner like lightning.

3.2. The role and influence of all-media communication in the inheritance and innovation of ancient port culture

Gugang can make full use of the diversified communication advantages of the all-media platform. Through the construction of official websites, active in major social media, high-definition pictures and elaborate videos, to show the architectural features of the ancient port and the past commercial scene in an all-round way, break through the regional restrictions, and let the ancient port culture spread to all parts of the world. Online interactive experience activities, such as designing the ancient port culture theme exploration games, holding online cultural relic restoration simulation, according to the audience participation theory, inspire the public to actively explore the ancient port culture, and deepen their understanding and memory of the ancient port culture. Dig excavate the core cultural value of the ancient port, condense the unique brand image, and enhance the cultural influence by relying on the brand effect.

In the effect evaluation link, we refer to the theory of audience participation, and start from the key dimensions of communication scope and audience participation. Using the data statistics function of the platform, it analyzes the reading amount of the website, the number of video playback and the number of content sharing, and intuitively judges the communication breadth of ancient port culture; count the number of participants, the frequency of participation, and collect user feedback to understand the investment degree of the audience. Once it is found that the communication channels are not covered enough in some areas, or the interactive activities are attractive, the strategy should be timely adjusted according to data feedback to ensure the steady and efficient development of cultural inheritance and innovation in ancient port.

3.3. Make full use of VR, AR, AI and other technologies

Diversified cutting-edge technologies are reshaping the display and experience mode of ancient port culture in an unprecedented way.

VR technology sets up an immersive ancient port time, where users wear VR devices and immediately enter the virtual ancient port wharf. At the foot of the green stone solid feeling, beside the virtual crowd flowing like weaving, the distant merchant ship mast dense forest.

Users can walk freely in the block, step into the shop, naturally interact with the virtual characters, personally feel the hustle and bustle of ancient port trade, completely break the barriers of time and space, and vividly show the culture of ancient port.

AR technology realizes the integration of the new appearance of the ancient port. At the site of the ancient port site or in the museum, users only need to scan specific areas with the help of mobile phones and AR glasses, and the virtual ancient port buildings will be instantly superimposed on the real site, perfectly restoring its former complete style. For example, the broken wharf can immediately present the busy scene of the current loading and unloading operations. When scanning cultural relics, they will pop up detailed interpretations and historical stories on the screen, giving static cultural relics and sites with fresh vitality, greatly enhancing the interactivity and interest.

AI focuses on personalization and intelligent interactive experience. Through in-depth analysis of user data, the exclusive ancient port cultural experience plan is customized for each user. If users are very interested in sailing culture, the system will give priority to push relevant content. In the interactive area, users can ask questions to the AI through voice to get accurate and vivid answers, like a dedicated tour guide.

It is urgent to explore the use of artificial intelligence to fully develop new modes of virtual games, and to use AI digital "resurrection" technology to make Shuomen Ancient Port "alive".

4. The Innovative Path of Wenzhou Shuomen Ancient Port Cultural Publicity Under the Perspective of All Media

4.1. Build an all-media communication matrix

4.1.1. Integrate traditional media and new media resources

Fusion traditional media authority and new media immediacy, all media matrix relying on tencent cloud, baidu intelligent cloud technology platform, real-time capture user hobby, a key to generate personalized xuan push content, live through multiple platforms, interactive topic incentive original users, the Manus AI and official real-time screening, into the media matrix, form "users create-AI, official selection-matrix distribution" the spread of the closed loop, solve the problem of cultural transmission path, for users to understand new gate ancient port culture to provide a new window.

4.1.2. Create a multi-platform linkage publicity mode

Through the all-media communication matrix, AR, restore the historical features of the ancient port, and combined with the large-scale cultural variety show "Poetry and Distance, Poetry and Painting Zhejiang", to realize the double-effect communication of "program + immersive experience", providing new vitality for the "silent" ancient port culture communication.

4.1.3. Use the power of "we media" and opinion leaders

Based on artificial intelligence, it intelligently selects bloggers in the vertical field of history and cultural tourism, customize differentiated cooperation programs, and launches "Ancient Port Challenge" to encourage users to participate in the exchange of ancient port customized collections, solve the problem of narrow scope of cultural communication, and provide continuous new power for Shuomen Ancient Port communication.

4.2. Innovate the content and form of publicity

4.2.1. Develop digital cultural products

Joint netease yao, "ancient series protection, the cloud guard" platform, build a "cell" virtual ancient harbor "real-time answering questions, and develop with Hester ancient port history and culture for the plot of" ancient port game paradise "VR game, build the world's first" Hester ancient port digital twin port ", realize the ancient port culture" gaming narrative " and

immersive learning. We can also use DeepSeek to "resurrect" the historical figures of ancient port, to create a series of "ancient Port life", to solve the problem of rigid narrative, to provide intelligent tools for the dissemination of ancient port culture, to "activate" the static ancient port, and to tell Chinese stories innovatively.



Figure 7. Ancient series protection · Cloud guard platform

4.2.2. Make creative and cultural works

Using DeepSeek refining users favorite ancient port culture IP and design elements, "shadow swim IP linkage" combined with 3D printing personalized, accurate service, launch limited edition bubble of matt digital blind box, the ancient port of images, animation, games and gen, solve the serious problem of homogeneity, for the development of the ancient port and bring new user experience, and reduce the ancient port and operating costs.



Figure 8. 3D printed custom jewelry, Design Museum, Portland

4.2.3. Organize cultural activities integrating online and offline activities

Based on 5G technology, the "ancient-port digital guide" through live broadcast and virtual ancient port, and the digital exhibition center and interactive experience area are built like Liangzhu Cultural Site Park, to solve the regret of not seeing the ancient port in history and break through the time-space boundary for the dissemination of ancient port culture.



Figure 9. Restoration of "Holy Land of Civilization —— Liangzhu"

4.3. Precise positioning and personalized publicity

4.3.1. Audience analysis based on big data

Integrate intelligent data terminal data, use Tencent ingot to capture and analyze users' interests and hobbies, automatically divide users into "history lovers", "virtual lovers" and other subdivision labels, and use the Gugang all-media communication matrix to optimize the real-time communication strategy.

4.3.2. Personalized recommendation and customized publicity

Relying on the subdivision label automatically generated by Tencent Yuanbao, push articles or short videos of the progress of the ancient port culture and archaeology achievements to "history lovers", and push VR virtual ancient port games to "virtual reality enthusiasts". Personalized recommendation and customized publicity realize "one-way output" to "multi-interaction" for shuoomen ancient port cultural publicity, help the IP of "Millennium Commercial Port" break the circle, and provide replicable Wenzhou samples for the cultural communication of sea silk ancient port.

5. Wenzhou Shuomen Ancient Port Propaganda Path Research Value

The establishment of all-media communication matrix provides the possibility for the innovative reform of shuoomen ancient port. First, restoring the historical scene of the ancient port through AI, breaking the time and space boundary of cultural communication, the history of the ancient port is within reach, and deepening the public's understanding of the Chinese Marine civilization; second, the new consumption patterns such as digital collections and blind boxes make the cross-border integration of the IP of the ancient port, activate the IP consumption potential of the ancient port, and drive the development of local economy.

6. Conclusion

As the "millennium commercial port", Wenzhou Shuomen ancient port, it carries rich historical and cultural deposits. This paper with new gate ancient port culture propaganda for incision, put forward under the perspective of the media, to build a comprehensive, three-dimensional ancient port culture communication system, hope that through the innovation of propaganda path, effectively open the ancient port culture popularity, using digital culture products and various comprehensive cultural activities, promote the ancient port culture inheritance and innovation, for the maritime silk road ancient port culture communication to provide replicable samples of Wenzhou.

In the future, all parties should further explore the universality of technology, create cultural heritage samples of "equality of science and technology", and provide new possibilities for realizing the horizontal and vertical comparison of ancient port culture, so as to refine the common communication law of the Maritime Silk Road.

It is believed that driven by the cooperation of academia and technology, we will create and create culture, talk about the glorious history of "Millennium Business Port", and inject continuous new vitality into the inheritance of human civilization.

Acknowledgements

Zhejiang Normal University, Zhejiang, China.

Provincial Undergraduate Training Program on Innovation and Entrepreneurship

Reference Documentation

- [1] Ying Zhongpeng, Qi Xianghao. Wenzhou thousand-year-old ancient Port witnessed the Maritime Silk Road [J]. Cultural Exchange, 2022 (11): 36-41. DOI:10.3969/j.issn.1004-1036.2022.11.006.
- [2] Wu Xianjun, Li Yang. On the close relationship between the brown color decoration of Ou kiln celadon in Song Dynasty —— Take the brown color porcelain unearthed from Shuomen Ancient Port Site in Wenzhou as an example [J]. Collector, 2025, (01): 78-85.
- [3] Lin Wenyi. A bustling sea head [N]. China Water Transport News, 2025-01-19 (004). DOI:10.28142/n.cnki.ncsyb.2025.000120.
- [4] Shi Yang. On the rise and fall of shomen ancient port [J]. Cultural Industry, 2024, (29): 37-39.
- [5] "Reproduction of" sea Silk "prosperity _ China Economic Network —— National Economic Portal"
- [6] Of Chinese President Xi Jinping. Xi Jinping: The Governance of China: Volume 3 [M]. Beijing: The 13th Journal of Pingdingshan College, 2025 edition, 2020:317.
- [7] Sun Zhe, Yin Caixiang. The situation, exhibition arrangement and remodeling of the ideological and political education space in colleges and universities in the era of all-media [J]. Journal of Pingdingshan College, 2025,40 (01): 12-17.
- [8] McShangwen. Research on all-media convergence mode: Theoretical Logic and Practical choice of Chinese newspaper Transformation [M]. Beijing: China Renmin University Press, 2012:03.
- [9] Zhou Wei Bing, Zhu Jing, and Liu Hengyu. Characteristics, dilemmas and strategies of local red culture communication under the background of all-media convergence [J]. Journal of Jinzhou Medical University (Social Science edition), 2024,22(06):1-5.DOI:10.13847/j.cnki.lnmu (sse).2024.06.022.
- [10] Liu Hanhong. Preliminary research on the ways for the media to improve the communication effect [J]. News world, 2011 (8).
- [11] Zhang Wei. Strategies for the communication and inheritance of intangible Cultural Heritage in the new media era [J]. China Press, 2024,(08):242-243.DOI:10.13854/j.cnki.cni.2024.08.117.