

## "Internet +" Background of Shexian Wangmantian Fish

### -- Research on Digital Development and Dissemination of Lantern Festival

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#### Abstract

Digital technology is also a powerful catalyst for the innovation and change of China's traditional national culture and art. In the "Internet +" research background conditions, the article attempts to Shanghai Shexian WangManTian fish lanterns as an example of its digital art development and creation and promotion of communication methods of comparative study, to promote the traditional art and cultural products of innovative digital technology development and application of cultural communication fusion provides a lot of new exploration of the practice of ideas and methods. Utilizing the new generation of digital technology, Internet means, through the comprehensive innovation and integration of fish culture and tourism with modern technology application, it greatly extends and expands the scope and ecological boundaries of the development of Chinese fish lanterns in a brand-new field. First of all, research on Wangmantian fish lanterns, and its digital development and dissemination of the current situation is analyzed; secondly, the use of "Internet +" concept and technology, combined with the advantages of the Internet platform, put forward Wangmantian fish lanterns digital development and dissemination strategy; finally, Wangmantian fish lanterns as an example, analyze the "Internet +" background of Shexian Wangmantian fish lanterns digital development and dissemination of the significance of the specific applications." Internet +" concept and technology for the digital development and dissemination of traditional culture provides new ideas. In this paper, we take Shexian Wangmantian fish lanterns as an example to explore the digital development and dissemination strategy of Shexian Wangmantian fish lanterns under the background of "Internet +".

#### Keywords

Wangmantian Fish Lantern Festival; Digital Development; Dissemination.

#### 1. Introduction

Nowadays, digital technology is developing rapidly and rapidly, and has become the most important technological wind port of the Internet. Under the impact of the global wave of digital communication technology, cultural content will be empowered by Internet technology to enter the field of cultural innovation industry and reshape the new mode of dissemination of traditional cultural and creative products. Based on the use of digital new media technology, the rapid development of the digital moving image industry not only represents a new way of information dissemination, but also has quietly penetrated into our daily life and work of the general public involved in other aspects of life. Digitally produced moving visual images have the advantages of high degree of information reproduction, more vivid and obvious image effects, and enhanced expressive power, etc. Especially in the context of such a market environment as the arrival of the era of digitized consumption of all-media, the advantages of digitally produced moving visual images are even more obvious.

## 2. Research on the Wangmantian Fish Lantern Festival

In the process of investigation, the author found that the display of Wangmantian Fish Lantern Festival is single, mainly through the traditional paper media for publicity, and did not make full use of the Internet new media platform. In addition, the traditional Wangmantian Fish Lantern Festival has the problems of "small audience, old content, lack of interactivity" in the process of dissemination. Therefore, in today's rapid development of the Internet new media platform, Wangmantian Fish Lantern Society wants to continue to survive and develop, it is necessary to combine the "Internet +" thinking, innovative digital development and dissemination methods. For this reason, the author through the network survey and fieldwork in two ways on the development of Wangmantian fish lanterns will be the status of research. In the network survey, through Baidu, 360 and other search engines to find; in the field, through the field inspection WangManTian fish lanterns will inheritance, location and the surrounding environment, in-depth understanding of its development status and existing problems.

Through research and study, it was found that the Wangmantian Fish Lantern Society has the following problems:

1) limited scope of dissemination; 2) single way of publicizing; 3) low efficiency of dissemination.

## 3. Application of "Internet+" concept in Wangmantian Fish Lantern Festival

The development and dissemination of traditional culture can make use of the Internet platform, and with the help of intelligent mobile devices such as cell phones and tablet PCs, integrate culture with the Internet to realize the wide dissemination of cultural products. With people's attention to traditional culture and heritage awareness of the enhancement of digital, information technology means in traditional culture has been more and more widely used. As a representative of traditional culture, Shexian Wangmantian Fish Lantern Festival can make use of the "Internet +" concept and technology, combined with the advantages of the Internet platform to carry out digital development and dissemination.

The digital development of traditional culture using Internet technology can integrate its cultural elements into digital content and disseminate it using Internet technology, so that more people can understand traditional culture. The digital development and dissemination under the background of "Internet +" mainly refers to: using the advantages of the Internet platform, integrating the cultural elements of Wangmantian Fish Lantern Festival into the digital content, constructing the digital ecosystem of "Internet + Wangmantian Fish Lantern Festival", combining the cultural elements of Wangmantian Fish Lantern Festival with digital technology, and realizing the inheritance of traditional culture. The cultural elements of Wangmantian Fish Lantern Festival are combined with digital technology to realize the inheritance and development of traditional culture.

We can utilize the technology of Internet+ to digitally record and preserve information related to the Wangmantian Fish Lantern Festival. Through the Internet, we can create comprehensive and easily accessible digital archives, including artistic designs, production processes, performance records, and so on. In this way, people will be able to understand and appreciate this ancient and fascinating culture no matter where they live.

## 4. Construction of Digital Communication Platform-app

"Internet +" digital art development in the context of the Internet, adhering to the "Internet + culture + science and technology" of the new creative development strategy concept, digital

interactive design technology and the traditional Internet culture of the organic combination of the Internet to trigger the resonance of the audience to guide the user flow, efficient cultural dissemination of the comprehensive advantages can be amplified for the dissemination of digital cultural content services and professional audience experience services to build an online and offline space, opening up a new digital user visual experience, and thus more efficient dissemination of traditional national culture. It builds up an online and offline space for digital cultural content dissemination service and professional audience experience service, opening up a new digital user visual experience, and then disseminate national traditional culture more efficiently.

#### **4.1. Wang Mantian Fish Lanterns Vehicle for Digital Development - app**

The Wangmantian Fish Lantern contains many contents such as art, culture, folklore information, etc., and is rich in cultural resources such as patterns, documents, and video materials. These information resources are also some of the traditional cultural charms that Wangmantian fish lanterns convey to their users through various digital information means in the process of digital display and protection and dissemination. Nowadays, people are accustomed to the convenience of life brought by various intelligent electronic devices in modern life scenes, and the visual experience requirements for these digital contents are naturally very rich. In the face of such a new on-line Wangmantian fish lantern digital products, whether it is embodied in the user interaction experience or product visual performance, people usually choose to give the product higher expectations, simple and uninteresting resource output will ultimately only make people's goodwill towards Wangmantian fish lantern products will be reduced. Therefore, the digital high-tech industry, its development and use of digital carriers and the presentation of data and information, as well as the dissemination channels and other information such as the rational mix and use or not has become the key.

The new technology products in the use of digital application technology products performance carrier and presentation form also has its various kinds, such as mobile, web page, client software and so on. Among them, mobile client APP products are the typical representatives, digital mobile products are undoubtedly the hottest application in the whole cell phone Internet market, and their application digital carriers are most concentrated in the mobile smart phones or mobile terminal tablet PCs. Compared with other digital media forms on the Internet, the consumption frequency of APP products should also be regarded as the highest in the daily mobile consumption of cell phone users.

App will be the mobile Internet user experience and all kinds of massive digital video entertainment content resources through a variety of mobile smartphone terminal equipment or smart mobile tablet PC contact and combined together, since the birth of the product was initially doomed to be such a mode of almost explosive dissemination of information to rapidly subvert people's existing video entertainment lifestyle, to help all kinds of Intelligent terminals of all kinds of mobile Internet terminal equipment really become a suitable for people's lives and portable and entertainment products.

#### **4.2. The Development Process of Digitizing Fish Lanterns in Wangmantian**

APP development of the overall development process will be more cumbersome and complex, you can appropriately simplify the code for such as "research - design - development - on-line" and other steps. For the development of digital protection of Wangmantian fish lanterns, in the initial stage of technical research, first of all, we need to further establish the understanding that this protection product mainly refers to the digital protection of Wangmantian fish lanterns as the leading direction of the product. Then, the Wangmantian fish lanterns were examined and analyzed in depth and in multiple dimensions. In the prototyping stage, the contents of the Wangmantian fish lantern are organized, summarized and researched with relevant professional knowledge, and the visual representation is unified through appropriate and

effective interaction. In the digital design practice, a digital database of Wangmiantian fish lanterns was constructed, which can be used as a resource for redesign in other fields.

Completion of the prototype design of Wangmiantian fish lantern APP, in the code of the development of the test and the final on-line two stages, the main content is first by the programmers through the code of the 1:1 ratio to develop a design of the prototype, and then after a number of development and testing, and ultimately shelved to the application development store, and the designers of the work of the main function is to test and error correction, to ensure that the APP of the overall development and the completion of the degree of completion. WangManTian fish lamp digital development benefits in China's government level policy to promote the support of the background, intangible cultural heritage to the digital way to develop is becoming people now research a hot research topic. Intangible traditional cultural heritage is quite rich in variety, mostly originated from the ancient folk history and cultural products left from generation to generation, which creates a stereotypical impression of traditional, old-fashioned, bulky to most people, while the use of digitalization means of development is more lively and vivid. The combination of the two can enhance the sense of distance brought by non-heritage. This APP is equivalent to a miniature data repository and also serves the purpose of display and dissemination. It can reproduce the scene of the fish lantern festival online with 3-D special effects, making people feel immersed in the scene, and it can carry out live broadcasting on the occasion of festivals, and it can also be used as a platform for the development and dissemination of the festival.

## 5. Advantages of Digitizing Wangmiantian Fish Lights

### 5.1. Favors Dissemination of Information

WangManTian fish lamp digitized more technical advantages, pen and paper records and oral instruction are traditional cultural heritage means to preserve the literature in kind and inheritance of the form of oral presentation of the generations, it is inevitable that the means of transmission of traditional information in the text recording process or oral record may appear larger deviation. In particular, the digitization process in the recording process, the text content and recording language mode are not able to comprehensively and accurately record the transmission of spiritual connotation. The main purpose of the non-heritage information recording and dissemination method we are talking about now is to develop an APP or a video database at the level of an organizing system. The developers use various digital search means to digitize and comprehensively classify, organize and output the existing massive amount of Chinese non-legacy information data, establish a large-scale digital information website platform or develop their own application APPs to bring fast, convenient and accurate access to the full range of Chinese non-legacy information for domestic and foreign users, so that the efficiency of the world's non-legacy dissemination can be further enhanced. This is also the place where Wang Miantian's fish lanterns will be developed in the future.

### 5.2. Favors Increased Protection Processes

The rapid development of technology will make the future evolution of digital representation techniques even more diverse and rich. Through these intelligent wearable and information devices, many people can be quickly immersed into the digital representation of Wangman's field fish lantern culture, and immerse themselves in a more intuitive and in-depth feeling of the whole Wangman's field fish lantern culture scene. But in fact, this is only a kind of stage result of the exploration process of human beings for digital technology, human beings have never stopped exploring what kind of infinite possibilities will be brought by the digital development of technology for . Relying on the ever-changing digitization process of human

digital technology, non-heritage information will gradually become a kind of information that can be obtained at any time.

Digital experience helps to motivate users to participate in the process of preserving the Wangmantian Fish Lantern, and the most important factor is "people". The main factor in preserving Wangmantian lanterns is "people." We cannot only focus on the inheritors of Wangmantian lanterns, but also consider the participation of the general public. Wangmantian fish lanterns come from the folk life, and are the support of the people's mind. In terms of state of mind, the inheritors of Wangmantian fish lanterns are loyal and enthusiastic, while the public is more interested in the feeling and protection of Wangmantian fish lanterns. The digitization of Wangmantian fish lanterns is a new technological product derived from the use of modern and emerging environmental protection technology, which is not only a new technology for the protection of fish lanterns. The digitized form of the display is flexible and versatile, giving the Wangmantian fish lanterns the right amount of visual distance and harmony for modern people.

## 6. The Meaning and Application of Digital Development and Dissemination

Digital development and dissemination are of great significance to the promotion of the Wangmantian Fish Lantern Festival. On the one hand, it can help Wangmantian Fish Lantern Society to promote and disseminate, so that it can be more widely disseminated on the Internet and further expand its influence; on the other hand, it can promote cooperation between Wangmantian Fish Lantern Society and other intangible cultural heritages, and jointly participate in the construction of digital China, so as to provide a new way of thinking for the inheritance and protection of traditional culture. With the help of the Internet, the Wangmantian Fish Lantern Society can realize cooperation and sharing with other intangible cultural heritages, and publicize the information about the history, value and characteristics of the Wangmantian Fish Lantern Society to the general public through the Internet platform to increase its popularity.

With the continuous innovation and development of China's socialist digital economy, under the background of "Internet Plus", the development and promotion of the digitalization of traditional Chinese cultural contents can be carried out through more effective ways. As one of the representatives of many provincial intangible cultural heritages in China, Wangmantian Fish Lantern Festival's digital development, protection and cultural dissemination mode can better promote the overall protection, inheritance and development of China's folk intangible national cultural heritage resources as well as its sustainable and coordinated development. Therefore, it is of great significance to digitally develop and disseminate the Wangmantian Fish Lantern Festival under the background of "Internet+". On the basis of grasping the cultural genes of fish lanterns, the aesthetic value elements of fish lanterns are extracted for innovative design and digital development, which plays an important role in the dissemination of its culture and the development of other industries, and leads to the development of the economy, improves the image of the place, and enhances the comprehensive strength.

## 7. Conclusion

The digital development and dissemination of Shexian Wangmantian fish lanterns under the background of "Internet +" is an effective way for traditional culture to be inherited and developed, as well as an effective way for traditional culture to be integrated with modern science and technology. In the information age, the emergence of various technologies has greatly promoted the development of cultural industries, and cultural industries are cultural resources, creative resources, social resources and environmental resources into real productivity and economic benefits of the important channels. At present, as China's economic

development has entered a new normal, the cultural industry has become a new driving force to promote China's economic development, and how to make use of digitization technology to let the traditional culture be inherited and developed in the modern society is an important topic facing the contemporary times.

## Acknowledgments

Anhui University of Finance and Economics Graduate Research and Innovation Fund Project (ACYC2021606).

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