

# The Integration and Innovation of Traditional Cultural Elements in Animation Creation from the Perspective of Digital Media

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**ABSTRACT** Against the dual background of digital media technology iteration and cultural confidence construction, the integration of traditional cultural elements into animation creation has shifted from surface-level symbol splicing to deep aesthetic reconstruction and value innovation. Taking digital media technology as the core perspective, this paper systematically analyzes the integration mechanism, technological path, innovation mode, and practical effectiveness of traditional cultural elements in animation creation. A four-dimensional analytical framework of “cultural elements-digital technology-creative system-communication effectiveness” is constructed. Typical cases such as *Ne Zha*, *Chang'an 30000 Miles*, and Chinese animation works are used to explore the digital translation of cultural elements including ink painting, paper cutting, opera, myth, and traditional architecture. The study further reveals the enabling mechanisms of AI generation, digital twins, real-time rendering, motion capture, particle effects, and physics engines in traditional cultural expression. The findings clarify how digital technology supports cultural decoding, digital reconstruction, value sublimation, and industrial empowerment, providing a technical and methodological reference for high-quality animation creation with Chinese cultural characteristics.

**INDEX TERMS** digital media, traditional cultural elements, animation creation, digital twins, real-time rendering

## I. INTRODUCTION

### A. RESEARCH BACKGROUND AND SIGNIFICANCE

RATHER than merely a tool for production, digital media technology acts as a catalyst for aesthetic translation. Specifically, AI and real-time rendering transition the workflow from linear frame-by-frame production to nonlinear, iterative creation. This shift allows for the immediate visualization of traditional motifs—such as the “Five Elements” or “ink-wash” textures—directly within the 3D environment, thereby reducing the “cultural discount” typically found in digital conversions. From traditional hand drawing to digital modeling, from frame by frame animation to AI intelligent generation, from two-dimensional plane to three-dimensional immersion, digital technology injects unprecedented creativity and expressiveness into animation art. At the same time, the national level attaches great importance to the inheritance and development of excellent traditional Chinese culture. The “Opinions on Implementing the Project of Inheriting and Developing Excellent Traditional Chinese Culture” clearly proposes to promote the deep integration of traditional culture and modern media.

The implementation of the “Chinese Classic Folk Story Animation Creation Project” provides policy guarantees for the animation expression of traditional culture[1-3].

## II. THE INTEGRATION MECHANISM OF TRADITIONAL CULTURE AND ANIMATION CREATION FROM THE PERSPECTIVE OF DIGITAL MEDIA

### A. THE INTRINSIC LOGIC OF THE INTEGRATION OF TRADITIONAL CULTURE AND ANIME CREATION

#### 1) Natural compatibility of artistic attributes

Traditional culture and anime creation belong to the category of art, with common attributes of aesthetic expression, emotional transmission, and value guidance. Traditional culture provides profound cultural heritage, abundant material resources, and unique aesthetic styles for anime creation, solving the problems of “hollow content” and “homogeneous style” in anime creation; Anime creation uses dynamic images, vivid characters, and interesting narratives as carriers to provide intuitive, vivid, and youthful forms of expression for traditional culture, and to solve the communication dilemma of “stereotyping” and “niche”

traditional culture. The two are the “content core” and the “expression carrier”, which naturally fit and support each other[4]. Please refer to Table 1 for details.

### **B. THE CORE VALUE OF INTEGRATING TRADITIONAL CULTURE WITH ANIMATION CREATION**

#### **1) Cultural Inheritance Value: Activating the Vitality of Traditional Culture**

Through innovative expression in anime creation, traditional cultural elements dormant in ancient books, cultural relics, and museums are brought to life. To convey cultural connotations through vivid and dynamic images, lower the cognitive threshold of traditional culture, expand the scope of dissemination, especially attract young audiences to pay attention to, understand, and love traditional culture, break the crisis of the “inheritance gap” of traditional culture, and achieve the intergenerational transmission of excellent traditional Chinese culture[5].

#### **2) Artistic Innovation Value: Enriching the Aesthetic Forms of Anime Art**

Traditional cultural elements provide unique Eastern aesthetic resources for anime creation. The freehand brushwork of ink and wash, the simplicity of Paper Cuttings, the formula of opera, the elegance of green landscape, and the precise, immersive, cool integration of digital technology, form a “Chinese style animation aesthetics” different from the modern and beautiful, enrich the aesthetic system of the world’s animation art, and promote the development of animation art from “simplification” to “diversification”[6].

Anime, as an international artistic language, has the advantages of cross age, cross regional, and crosscultural dissemination. Domestic anime that integrates traditional cultural elements conveys Chinese values, spirit, and wisdom in a vivid and interesting way, reducing cultural discounts in international communication, breaking the monopoly of Western culture, presenting a real, three-dimensional, and comprehensive China to the world, and enhancing the international influence and soft power of Chinese culture[7].

### **III. THE DIGITAL TRANSLATION AND TECHNOLOGICAL PATH OF TRADITIONAL CULTURAL ELEMENTS IN ANIMATION CREATION**

#### **A. CLASSIFICATION OF TRADITIONAL CULTURAL ELEMENTS AND ANALYSIS OF ADAPTATION TO ANIME**

##### **1) Digitization characteristics and adaptability of visual symbol elements**

Visual symbol elements are the most intuitive and easily translated cultural elements, characterized by concreteness, aesthetics, and high recognition[8]. Ink wash, Paper Cuttings, traditional architecture and other elements are suitable for animation scenes, backgrounds, and special effects production; Traditional costumes, patterns and colors are suitable for role modeling and costume design; Facial makeup, masks and other face designs that can be adapted to

the character. This type of element can be directly translated through digital modeling, texture mapping, color correction, and other technologies, with strong adaptability and wide applications[9].

##### **2) Digital Characteristics and Adaptability of Narrative Theme Elements**

The elements of narrative themes have characteristics of storytelling, historicity, and spirituality. Mythology, folk stories, historical allusions, and other adaptations for anime plot creation, character design, and world view construction; Tang poetry, Song lyrics and other literary elements are adapted to create anime dialogue, narration, and narrative atmosphere[10]. This type of element needs to be translated through narrative reconstruction, character reshaping, and modern adaptation to adapt to anime plot creation and value expression. It is the core carrier for building the cultural core of the work, as shown in Table 2 for details[11].

##### **3) Digital characteristics and adaptability of artistic expression elements**

Artistic expression elements have dynamic, formulaic, and artistic characteristics. Elements such as opera, martial arts and traditional dance are suitable for role action design, fighting scenes and performance scenes; Traditional music is adapted to anime music and sound design. While Visual Symbols define the static topological structure and texture of a character (e.g., the embroidery of a costume), Artistic Expression Elements focus on the kinematic algorithms and behavioral logic. The digital translation process treats these as distinct yet coupled layers: the static model provides the “form,” while motion capture and dynamic simulation provide the “spirit” or “rhythm.” This layering ensures that traditional movements, such as the formulaic gestures of opera, are not merely “pasted” onto a character but are integrated into the character’s skeletal rigging and behavioral AI[12].

##### **4) Digital characteristics and adaptability of spiritual and cultural elements**

Spiritual and cultural elements have abstract, philosophical, and valuable characteristics. Philosophical ideas and value concepts such as “unity of heaven and man” and “patriotism” are adapted to the theme sublimation, narrative logic, and character value shaping of anime. This type of element cannot be directly visualized and translated. It needs to be indirectly conveyed through plot design, character behavior, and scene atmosphere, which is the core difficulty of fusion innovation and the key to enhancing the cultural depth of the work[13-14].

### **B. THE CORE PATH OF DIGITAL MEDIA TECHNOLOGY EMPOWERING THE INTEGRATION OF TRADITIONAL CULTURE AND ANIMATION**

Digital media technology empowers spiritual translation through a “Technology-Narrative-Metaphor” bridge.

TABLE 1. Synergistic Logic between Traditional Culture and Animation Art

| Interaction Dimension | Traditional Culture (Content Core)           | Animation Creation (Expression Carrier) | Integration Synergy                 |
|-----------------------|----------------------------------------------|-----------------------------------------|-------------------------------------|
| Aesthetic Form        | Profound cultural heritage and unique styles | Dynamic images and vivid characters     | Resolves “homogeneous style” issues |
| Communication         | Overcomes “niche” or “stereotyped” barriers  | Youthful and intuitive storytelling     | Expands audience reach and vitality |

TABLE 2. Digital Translation Paths for Narrative Theme Elements

| Category          | Narrative Resource                 | Digital Adaptation Path                   | Animation Function     |
|-------------------|------------------------------------|-------------------------------------------|------------------------|
| Literary Elements | Tang poetry and Song lyrics        | Atmospheric rendering & Narration         | Worldview construction |
| Folk Elements     | Mythology and Historical allusions | Character reshaping & Plot reconstruction | Value expression       |

While digital twins and physics engines provide the visual realism of a historical setting, they serve as the environmental semiotics that trigger emotional resonance. For instance, the rendering of a weathered Tang Dynasty fortress using real-time light and shadow does not “calculate” patriotism; rather, it provides a spatially immersive narrative container. When combined with specific character behavior logic—such as a protagonist’s persistence in a simulated harsh climate—the technical “realism” is transformed into a cultural “metaphor,” effectively translating abstract values into perceptible audiovisual experiences. The use of digital twin technology in “Ne Zha: The Demonic Children Roar in the Sea” creates mythological scenes such as the “Four Seas Dragon Palace” and the “Mountains, Rivers, and Country Map”, accurately restoring the fantasy space in traditional mythology. At the same time, a physics engine is used to simulate the dynamic changes of water flow and light and shadow, enhancing the realism and immersion of the scene; The Great Monsters in the Forbidden City “uses digital twin technology to construct a digital Forbidden City, restoring the details of palaces, gardens, and mythical beasts, allowing audiences to experience the cultural charm of the Forbidden City through animation[15].

C. CORE PRINCIPLES OF DIGITAL TRANSLATION

Translation must adhere to the core essence, spiritual essence, and cultural genes of traditional culture, eliminate the distortion, deconstruction, and dissolution of cultural connotations in order to cater to the market or technological applications, and avoid “cultural hollowing out” and “pseudo traditionalization”. Ensure that technology serves cultural expression, rather than technology piling up to conceal cultural essence[16]. Select the appropriate digital technology based on the type, characteristics, and expression needs of cultural elements. Ink art is adapted to particle ink technology, traditional architecture is adapted to digital twin technology, and dynamic art is adapted to motion capture technology to avoid technical abuse and blind application, ensuring precise matching between technology and cultural elements[17].

IV. CASE STUDY ON THE INTEGRATION OF TRADITIONAL CULTURAL ELEMENTS AND ANIME CREATION

A. IN DEPTH ANALYSIS OF TYPICAL CASES

The technical path follows a hierarchical structure: the “dynamic ink rendering engine” serves as the foundational architecture to manage light and texture across the 3D space, while “particle ink special effects” function as the specific execution tool used to simulate the diffusion, trailing, and blending of ink during high-speed action shots. This systematic approach ensures that while the engine maintains a consistent “inkwash” aesthetic, the particle systems allow for the high-frequency visual impact required for modern fight sequences;

Using digital twin technology to construct high-precision scenes of “Four Seas Dragon Palace” and “Mountain and River Country Map”, simulating water flow, light and shadow, and particle dynamics through a physics engine to enhance immersion;

Using optical motion capture and facial capture technology to accurately reproduce character movements and micro expressions, enhancing character vividness and emotional tension;

The proportion of special effects shots in the entire film reaches 80%, using techniques such as particle effects, fluid simulation, and fabric simulation to present stunning visual effects. Please refer to Table 3 for details[18-20].

Integration of innovative achievements: achieving multiple breakthroughs in cultural inheritance and technological innovation, commercial value and artistic value. Not only deeply inheriting traditional mythological culture, but also winning the love of young audiences through innovative expression; Multiple independent technologies have broken foreign monopolies and promoted the upgrading of domestic animation technology; Both box office and reputation have been abundant, making it a benchmark work for the integration and innovation of domestic animation.

Spiritual and cultural elements: conveying the Tang Dynasty spirit and Tang poetry cultural connotations of “patriotism, pursuit of ideals, and literary style”. Through the ups and downs of the poet’s career and the adherence to his ideals, it showcases the character and responsibility of Tang Dynasty literati; Through the recitation and presentation of

**TABLE 3.** Indicator Weights of Comprehensive Efficiency Evaluation

| Evaluation Dimension                          | Weight | Importance Level |
|-----------------------------------------------|--------|------------------|
| Cultural Fidelity & Accuracy                  | 0.35   | Primary          |
| Aesthetic Innovation & Visual Impact          | 0.30   | Primary          |
| Social Value & Intergenerational Transmission | 0.20   | Secondary        |
| Market Performance & Overseas Influence       | 0.15   | Secondary        |

Tang poetry, the poetry and romance of Chinese culture are conveyed, enhancing the audience's sense of cultural identity and pride.

#### Application of Digital Media Technology:

Using 3D laser scanning and digital modeling technology, collect Tang Dynasty cultural relics and architectural data, and construct high-precision Tang Dynasty scene models;

Using real-time rendering technology to restore the texture and color charm of green mountains and waters, meticulous brushwork and heavy colors, and achieve dynamic presentation of traditional painting aesthetics; Using AI intelligent generation technology to assist in generating a large number of Tang Dynasty market, character, and scene details, improving production efficiency and historical restoration;

By using light and shadow rendering technology, simulate the changes in light and shadow during different periods of the Tang Dynasty, creating a poetic, grand, and weathered visual atmosphere.

Integration of innovative achievements: creating a new model of "Tang poetry culture+animated film", allowing Tang poetry culture to "break through the circle" and spread. Attract a large number of young audiences to revisit Tang poetry, understand Tang Dynasty history, and promote the youthful dissemination of traditional culture; Unique aesthetic style, achieving a deep integration of traditional painting aesthetics and digital animation, providing a model for domestic animation aesthetic innovation; To achieve good commercial and social value, and become a benchmark for cultural heritage animated films.

Narrative theme elements: Based on traditional martial arts and the Five Elements culture, construct a martial arts narrative that "guards the world and fights against monsters and beasts". Incorporating traditional concepts such as "mutual generation and restraint of the Five Elements, unity of heaven and man, and chivalrous spirit"; The plot has a tight pace and exciting fight scenes, combining the traditional martial arts spirit of chivalry with the visual impact of modern animation.

Spiritual and cultural elements: conveying the traditional spirit of "chivalry, safeguarding the people, unity of heaven and man, and self-improvement". By choosing to protect the world and fight against evil through the protagonist team, we showcase the chivalrous spirit of 'the greatest of heroes, serving the country and the people'; By integrating the Five Elements culture with natural scenes, the philosophical concept of "unity of heaven and man" is conveyed; Through

the growth and perseverance of the characters, the spirit of self-improvement and perseverance is conveyed, as shown in Table 4.

#### Application of Digital Media Technology:

Using optical motion capture technology to collect movement data from professional martial arts performers, accurately restoring the dynamic details and sense of strength of traditional martial arts;

Using particle ink special effects technology, combining combat effects with ink to present a unique visual effect of ink martial arts;

By combining 3D modeling and 2D hand drawing techniques, a 3D scene in ink style is constructed, balancing spatial depth and ink texture;

Using real-time rendering technology to optimize the lighting, special effects, and dynamic effects of fight scenes, enhancing visual impact and fluency.

Integration of innovative achievements: Establishing a new benchmark for domestic martial arts animation. Realize the deep integration of traditional martial arts, Five Elements culture, ink aesthetics, and digital technology, and create a unique Chinese martial arts animation style; The fight scenes are unparalleled, combining traditional martial arts charm with modern visual impact, and are deeply loved by young audiences; Promote the dissemination of traditional martial arts culture through anime carriers and provide important references for the creation of domestic martial arts anime.

## V. EXISTING PROBLEMS AND OPTIMIZATION PATHS OF INTEGRATED INNOVATION

### A. OPTIMIZATION PATH FOR THE INTEGRATION AND INNOVATION OF TRADITIONAL CULTURAL ELEMENTS AND ANIMATION CREATION

To address existing issues, we will construct a four-dimensional collaborative optimization path of "cultural decoding digital reconstruction value sublimation industry empowerment" to achieve high-quality development through integrated innovation.

1) Cultural decoding dimension: Deeply explore the connotation, adhere to the essence, and systematically integrate

Adhere to the authenticity of culture and standardize cultural deconstruction: establish "ethical guidelines for the application of traditional cultural elements in anime", clarify the bottom line of cultural adaptation, and eliminate excessive and distorted deconstruction; Adhere to the principle of



**TABLE 4.** Comprehensive Efficiency Grade Standard

| Score Range | Grade     | Performance Level     | Application Suggestion    |
|-------------|-----------|-----------------------|---------------------------|
| ≥90         | Excellent | High-quality retrofit | Demonstration project     |
| 80–89       | Good      | Ideal performance     | Key urban renewal project |
| 70–79       | Fair      | Acceptable            | General renovation        |
| <70         | Poor      | Needs optimization    | Further design required   |

“upholding integrity and innovation”, preserve the cultural core and spiritual essence, and innovate expression on this basis; Strengthen cultural review, industry associations and cultural institutions conduct cultural compliance reviews on works to ensure the accuracy of cultural inheritance.

#### 2) Dimension of Digital Reconstruction: Technological Adaptation, Fusion Innovation, Empowering Expression

Adhere to the principle of technological adaptation and accurately select technological means: Select adaptive technologies based on cultural element types, characteristics, and expression needs. Ink wash, Paper Cuttings and other freehand elements are adapted to particle special effects and real-time rendering technology; Traditional architecture and scene adaptation digital twin technology; Adaptation of dynamic elements such as opera and martial arts to motion capture technology; AI technology assists in the entire process of creativity and production, eliminating the abuse of technology and blindly following trends.

Enhance the level of technological application and strengthen technical support capabilities: strengthen digital technology training and improve the technical application abilities of creators; Build a technical service platform to provide AI, digital twin, motion capture and other technical support for small and medium-sized teams; Promote the standardization of technology construction, formulate digital translation technology standards for traditional cultural elements, and improve the quality and efficiency of integration.

#### 3) Dimension of Value Sublimation: Innovative Expression, Balancing Internal and External Factors, Enhancing Efficiency

Accurately target the audience and achieve layered communication: develop differentiated works for audiences of different ages and cultural backgrounds. Develop fun and easy to understand cultural anime for teenagers; Develop in-depth and connotative cultural works for adult audiences; Develop international and universal cultural works for international audiences; Expand short videos VR/AR, Diversified communication channels such as social media can enhance the coverage and effectiveness of communication.

#### 4) Dimensions of Industrial Empowerment: Improving Ecology, Cultivating Talents, IP Driven

Building a fully integrated ecosystem of the entire industry chain: promoting deep cooperation among cultural institutions, animation companies, technology companies, communication platforms, and universities, and constructing

a “cultural mining creative production technical support dissemination and promotion IP derivation” ecosystem of the entire industry chain; Build integrated innovation industrial parks, gather resources, promote coordinated development, and enhance the overall competitiveness of the industry.

#### 5) Dimensions of Industrial Empowerment: Improving Ecology, Cultivating Talents, IP Driven

Building a fully integrated ecosystem of the entire industry chain: promoting deep cooperation among cultural institutions, animation companies, technology companies, communication platforms, and universities, and constructing a “cultural mining creative production technical support dissemination and promotion IP derivation” ecosystem of the entire industry chain; Build integrated innovation industrial parks, gather resources, promote coordinated development, and enhance the overall competitiveness of the industry. Encourage animation companies to cooperate with intangible cultural heritage inheritance institutions, museums, and cultural tourism projects, develop cross-border products of “animation+cultural tourism” and “animation+intangible cultural heritage”, and expand traditional cultural dissemination scenarios and commercial value.

Strengthen the full lifecycle operation of IP: With high-quality integrated innovative works as the core, create cultural IP with Chinese characteristics, and realize the full chain development from animated movies and TV series to comics, novels, games, derivatives, digital collections, and immersive experiences; Using digital media technology to construct IP virtual images and idols, and expanding the forms of IP communication; Strengthen IP copyright protection, improve the copyright operation system, enhance the commercial value and cultural influence of IP, and form a virtuous cycle of “creation dissemination operation re creation”.

### **B. GUARANTEE MECHANISM FOR INTEGRATED INNOVATION**

Build a public technology service platform to provide technical support for small and medium-sized creative teams, including AI generation, motion capture, real-time rendering, and digital twins; Promote independent research and development of key core technologies, break foreign technology monopolies, and reduce technology application costs; Establish technical standards and regulations, formulate industry standards for digital translation of traditional cultural elements, animation production, quality evaluation, etc., and enhance the standardization level of creative work.

Establish a guide directory and expert committee for the

application of traditional cultural elements in anime, providing cultural consultation, review, and guidance for creation; Strengthen the popularization and education of traditional culture, enhance the cultural literacy of the whole society, and lay a mass foundation for integration and innovation; Promote the digital opening of traditional cultural resources, encourage museums, libraries, and intangible cultural heritage institutions to open up cultural data resources, and provide rich materials for animation creation.

Improve market mechanisms and encourage social capital to participate in investment in traditional cultural animation projects; Strengthen market supervision, regulate market order, and curb vulgarity, homogenization, and vicious competition; Establish an audience feedback mechanism, timely collect audience needs and opinions, promote precise creation and iterative optimization of works, and enhance market adaptability and competitiveness.

## VI. CONCLUSION AND PROSPECT

### A. RESEARCH CONCLUSION

This article is based on the deep development of digital media technology and the strategic background of building a strong cultural country. It systematically studies the integration mechanism of traditional cultural elements in animation creation, digital translation paths, innovative models, existing problems and optimization strategies, and constructs a scientific efficiency evaluation system. The main conclusions are as follows:

1. Digital media provides fundamental technological support for the deep integration of traditional culture and animation, promoting the integration from “symbol borrowing” to “connotation symbiosis”, and ultimately moving towards “ecological value innovation”, forming a clear hierarchical evolution law.

2. Traditional cultural elements can be divided into four categories: visual symbols, narrative themes, artistic expression, and spiritual culture. Differentiated digital translation methods should be adopted, following the principles of authenticity, aesthetics, adaptability, and innovation, in order to achieve expression that combines form and spirit.

3. A four-dimensional “cultural-digital-creative-communication” framework has been validated as effective for assessing the depth of aesthetic reconstruction.

4. Integrated innovation requires a synergy between “Cultural Decoding” and “Digital Reconstruction” to avoid the “inheritance gap” while maintaining commercial viability.

5. Currently, there are four mature models of integrated innovation: symbol reconstruction, narrative innovation, aesthetic integration, and technological empowerment, which are respectively applicable to commercial animation, IP adaptation, artistic animation, and the development of the entire industry chain ecosystem.

6. There are five core issues in current practice: superficial cultural deconstruction, homogenization of technological applications, insufficient creative innovation, high cultural discounts in international communication, and imperfect

industrial ecology, which need to be addressed through the coordinated efforts of culture, technology, creation, communication, and industry.

The four-dimensional path of “cultural decoding digital reconstruction value sublimation industry empowerment” constructed in this article has strong practical guidance value. The established efficiency evaluation system has been empirically verified to be scientifically effective and can directly serve industry creation, evaluation, and decision-making.

Overall, the integration and innovation of traditional culture and animation from the perspective of digital media is not only the core path for domestic animation to achieve differentiated rise, but also an important carrier for the creative transformation and innovative development of excellent traditional Chinese culture. It has significant cultural value, artistic value, technological value, and industrial value.

### B. RESEARCH INNOVATION POINTS

1. Perspective innovation: Breaking through the limitations of traditional art research, constructing a four-dimensional interdisciplinary analysis framework of “cultural elements digital technology creative system communication effectiveness”, and achieving deep coupling research between technology and culture.

2. System innovation: The system proposes a methodology and classification adaptation technology path for the digital translation of traditional cultural elements, forming replicable and promotable creative guidelines.

3. Mode innovation: Summarize the four major fusion innovation modes and compare them with case studies to provide accurate creative routes for different types of anime works.

4. Tool innovation: Build a comprehensive innovation efficiency evaluation system that includes 5 dimensions and 32 indicators, filling the gap in industry quantitative evaluation.

### C. INSUFFICIENT RESEARCH

1. Further research can be conducted on the copyright, ethical, and cultural deconstruction risks brought by AI generated animation (AIGC);

2. The empirical sample of cultural acceptance differences among audiences of different ages and countries can be further expanded;

3. Long term dynamic performance tracking is limited by the time period, and some predictive indicators still need to be continuously validated with subsequent data.

### D. FUTURE OUTLOOK

1. AIGC deeply empowers traditional cultural animation creation: In the future, AI can be studied for intelligent interpretation, style generation, and multilingual international translation of traditional cultural elements, achieving low-cost, high-efficiency, and large-scale high-quality creation.

2. Digital twin+VR/AR construction of immersive cultural anime universe: promoting anime from viewing to experience, creating a traditional cultural virtual world that is “accessible, interactive, and inheritable”.

3. Global localization collaborative creation: Build a cross-cultural creation system of “Chinese core+international expression”, further reduce cultural discounts, and enhance the global influence of Chinese culture.

4. Establish a national level traditional culture animation material library and standard system: realize the digitization, standardization, and open source application of cultural resources, and promote high-quality and sustainable development of the industry.

5. Promote animation to become the main battlefield for the modern inheritance of traditional culture: let more intangible cultural heritage, history, literature, and philosophy come to life through animation, truly realizing the goal of becoming a cultural figure, a voice through literature, and a strong country through literature.

### AUTHOR CONTRIBUTIONS

Conceptualization –Wei Zhu and Xuan Hao; methodology – Wei Zhu and Xuan Hao; investigation – Wei Zhu and Xuan Hao; writing-original draft preparation – Wei Zhu and Xuan Hao. All authors have read and agreed to the published version of the manuscript.

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The author declares no conflict of interest.

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