

Research on Cultural Communication Pathways for Constructing Digital Drama on Qinba Ancient Road with AIGC Technology

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Abstract

This paper focuses on the construction of digital theater in Qinba ancient road empowered by AIGC technology, and discusses the creation path, dissemination mechanism and application mode of digital theater in Qinba ancient road. AIGC technology reconstructs the logic of theater creation, such as the narrative structure of digital theater in Qinba ancient road, the audience's interaction mode, and the theater industry chain and other key elements. Through literature research, case study analysis and other methods, based on the theories of dramaturgy and communication, we explore the application path of digital intelligence media in inheriting traditional theater culture, and reveal the opportunities and challenges brought by AIGC technology for the cultural communication of digital theater in Qinba ancient road. Through multi-dimensional research, we focus on the principles of AIGC technology, as well as the future development trend, to provide a theoretical basis and practical reference for the digital preservation of traditional drama.

Keywords: AIGC Technology; Digital Theater; Theater Creation; Qinba Ancient Road; Cultural Communication

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Research Background

China's regional cultures are distinctive, such as Yanzhao culture, Qilu culture, Wu-Yue culture, Jing-Chu culture, Hunan culture, Ba-Shu culture and so on, with different regional characteristics. The "Ba Culture" of the Bayu Culture is the main manifestation of the Southwest Mountain Culture Circle, which contains the core values of loyalty, courage and righteousness, openness and tolerance, and reverence for unity, giving it the cultural genes that have been passed down from generation to generation and will continue to live on forever. Qinba ancient road, as an important channel connecting northwest and southwest China, is not only a hub of ancient transportation, but also a corridor where multiple cultures mingle and converge, carrying thousands of years of historical memory and rich cultural connotations.

However, historically, due to the regional economy, transportation obstacles, cultural changes and other reasons, the research and dissemination of Ba culture is in a tortuous and difficult process, showing marginalization, questioning, shielding and other characteristics. At present, the main problems facing the dissemination and development of Ba culture are the lack of relevant literature, insufficient excavation of relics, small number of Ba culture dissemination professionals, serious cultural faults and old-fashioned dissemination methods. So, how to break through the current plight of Ba culture and promote the sustainable development of cultural soft power in Qinba region? And to find new ideas for the content of the characteristic culture of Qinba, and to find a breakthrough for the dissemination channels is an urgent problem to be solved.

In the digital era, AIGC technology provides a new way and method for the creation and dissemination of digital theater in Qinba Guodao. AIGC technology is capable of generating various types of content, including text, images, audio and video, through artificial intelligence algorithms and models, which provides a powerful support for the creation of digital theater. Through AIGC technology, the virtualized shaping of characters, the digital

construction of scenes, and the intelligent creation of music and sound effects can be realized, which greatly improves the efficiency and quality of the creation of digital theatre. (Zhang, H. 2024) Through data warehousing, data cleaning, data sharing, data circulation and other technologies, the efficient management and utilization of digital drama resources can be realized, providing technical support for the dissemination of digital drama. In addition, through machine learning algorithms, the audience's preferences can be analyzed and predicted, providing a reference basis for the creation of digital theater.

The emergence of AIGC technology provides a unique opportunity for the development of digital theater in Qinba Gu Road. AIGC technology not only helps to inherit and promote the history and culture of Qinba Gu Road, but also provides new ideas and methods for the protection and inheritance of intangible cultural heritage in the category of traditional theater. (Li, M. 2023) In the context of the new era, digital technology should be fully utilized to empower the protection of intangible cultural heritage, and the core essence, essence and connotation of intangible cultural heritage should be supplemented, extended and expanded by taking into account the new development, new requirements and new trends at the international and domestic levels. It should realize the shift from physical space to digital space and from offline protection to a hybrid protection mode combining online and offline.

The research methods of this paper are literature analysis method and case study method. This study has extensively reviewed the relevant literature on AIGC technology, digital theater, and cultural heritage communication at home and abroad. It sorts out the theoretical foundations and research status to gain an in-depth understanding of the origin, development history, core principles, key technologies of AIGC technology, and the current status of its application in different fields. To sort out the development lineage, creation characteristics, dissemination mode and problems faced by digital theater. Through reading the literature related to the Qinba ancient road culture, in-depth excavation of its historical

background, cultural connotation, artistic characteristics and presentation in traditional theater creation, to provide theoretical support for the combination of AIGC technology and Qinba ancient road digital theater. The application of case study method is mainly to select domestic and foreign cases of AIGC technology application in digital drama and analyze their successful experiences and shortcomings. (Wang, L. 2024) Analyze the practical experience and problems of these cases in terms of script creation, characterization, stage design, audience interaction and cultural communication effect. At the same time, we pay attention to the cases of digital theatre combined with regional culture, summarize their success in cultural presentation and dissemination, and provide reference for the construction of digital theatre on Qinba ancient road.

Drama creation with the theme of Qinba ancient road culture is of great significance for the inheritance and promotion of this unique regional culture. Through the theater as a carrier, it can empower the effective dissemination of the history and culture of the Qinba ancient road, help to enhance the audience's knowledge and understanding of the history and culture of the Qinba ancient road, and enhance the sense of identity and pride in traditional culture. (Liu, J. 2023) In terms of the content of the drama, it can show the historical changes, folk customs, regional characteristics, trade and commerce, and historical stories of the Qinba ancient road. In the form of theater performance, it can reflect the lifestyle, emotional world and values of the people at that time through the music melody, performance style, costumes, props and stage sets of the Qinba ancient road, which is also an important artistic carrier for the study of the culture of the Qinba ancient road. (Chen, G. 2024) However, traditional theater creation and dissemination mode faces many difficulties, the creation process is time-consuming and laborious, and the content expression is single, which is difficult to satisfy the aesthetics of the young audience nowadays. In addition, the traditional theater dissemination mode has limitations in terms of coverage and dissemination efficiency. Therefore, the cultural connotation of Qinba ancient road urgently needs to realize innovative inheritance and wide dissemination with the help of modern science and technology.

Digital theater, as a product of combining traditional theater and modern digital technology, is an innovative presentation and dissemination of traditional theater using digital technology. Digital theater not only retains the artistic essence of traditional theater, but also greatly expands and improves its presentation, dissemination channels and interactive experience through the support of digital technology. (Dai, X. R. 2024) In the field of theater creation, AIGC technology can provide creators with a rich variety of creative inspirations and assist them in plot conception and content generation. For example, by studying and analyzing a large number of theatrical works, literary classics and related historical and cultural materials, AIGC system can dig out novel themes, unique plot clues and creative character settings, opening up brand-new creative ideas for creators.

In addition, the use of AIGC to empower digital theater and tell the story of Qinba is an artistic packaging of the existing graphic video visual furnishings. Various scenes produced through VR+AR can be freely switched at will. (Zhang, N. Y. 2012) Technology empowers the content with technology. Broaden the dimension of traditional culture with sound, light and post-production. Ancient Qinba ancestors overcame the Qinling Mountains and the Daba Mountains to open several ancient roads through Sichuan, Shaanxi, Ba and Chongqing, known as the Qinba Ancient Road. The Qinba Road is not only an economic artery, a military thoroughfare, but also a cultural corridor. Using digital media to build a digital Qinba ancient road, so that the "Ba people's myths" and "totem symbols" to go out. For example, using holographic projection and VR+AR technology to create a digital platform, allowing the experience to be immersed in the story of the Ba People's totem. In the virtual VR (AR) world, there will be a specific link for the experiencer to have a dialog with the Ba people in the VR (AR) world, so as to

feel the thoughts and emotions of the people in that era, and to enhance the interactive experience of the experiencer. (Yi, P. 2018) The Qinba Ancient Road Digital Theatre constructed by using AIGC technology helps to break the geographical limitation of traditional theatre, realize global dissemination, and improve the audience's participation and interactivity. Through virtual reality (VR) and augmented reality (AR) technology, audiences from different regions can experience the history and culture of the Qinba Ancient Road as if they were in the ancient Qinba Ancient Road, witnessing the history together with the characters in the drama, and providing immersive experiences for the audience. (Chen, X., & Lin, X. F. 2017)

The purpose of technology-enabled Bayu cultural industry integration is to integrate culture and art with science and technology, so that the traditional marginalized culture can be revitalized, which is conducive to the inheritance and development of regional culture. At the same time, in the process of the formation and development of new industries, it also enables rural farmers to solve the problem of income, which in turn enhances the added value of agriculture and strengthens the sustainable development of the local economy under the development of the overall environment and tourism opportunities.

Theoretical foundations of AIGC technology-enabled digital theater research

AIGC technology is essentially a cutting-edge technology that uses artificial intelligence algorithms and models to drive computers to achieve autonomous creation and content generation. Its core operating mechanism is to conduct in-depth learning and analysis of massive data, which in turn prompts the AI system to accurately grasp and simulate human creative thinking and patterns, and ultimately realize content creation with a certain degree of innovation and uniqueness. Looking back at its development history, early AIGC technology mainly relied on rules and templates to generate content, and the content produced in this way was often characterized by simplicity and pattern. Accompanied by the leap in computing power, the explosive growth of data scale and the continuous optimization and improvement of algorithms, AIGC technology has gradually transitioned to a generation mode based on machine learning. In recent years, the vigorous rise of deep learning technology, especially the wide application of neural network models typified by the Transformer architecture, has become a key driving force for the breakthrough progress of AIGC technology. For example, the GPT series of large-scale pre-trained language models have demonstrated excellent capabilities in the field of text generation, laying a solid foundation for high-quality text creation; image generation models such as GAN have also achieved impressive results in image creation, greatly enriching the generation of visual content. (Huang, Y. L., & Tan, G. X. 2012)

Natural Language Processing (NLP) occupies an important and indispensable position in the AIGC technology system. Its core task is to equip computers with the ability to understand and process human natural language, which covers a number of complex levels such as lexical analysis, syntactic analysis, semantic understanding, and so on. In practice, through the use of word vector representation, neural network modeling and other advanced technical means, NLP can skillfully transform natural language into a numerical form that can be understood and processed by computers, and on this basis, carry out in-depth analysis and processing work. (Huang, Y. L., & Wang, W. J. 2013) This process provides a solid foundation of language understanding and expression for AIGC technology in the process of content generation, and ensures that the generated content has a certain degree of rationality and coherence in terms of linguistic logic and semantic expression.

The emergence of deep learning models has brought revolutionary changes and breakthroughs in AIGC technology. For example, Recurrent Neural Networks (RNN) and its variants, Long Short-Term Memory Networks (LSTM) and Gated Recurrent Units (GRUs), have demonstrated superior performance advantages in processing sequential data, which are particularly suitable for task scenarios such as text generation. (Jing, X. J., & Chen, Y. H. 2012) This is because they are able to effectively capture contextual information and semantic associations in text data to generate logically coherent and semantically sound text content. The Transformer architecture, on the other hand, has been widely used in large-scale language modeling by virtue of its efficient parallel computing capability and excellent long-range dependency processing. It abandons the problems of gradient vanishing or gradient explosion that exist in traditional RNN models, and is able to process all elements in the sequence in parallel at the same time, which greatly improves the quality and coherence of the generated content, and makes the AIGC technology reach a new height in language generation. (Cao, L., & Zhang, L. 2011)

Computational creativity research provides a theoretical framework for understanding the creative generation of AIGC in digital theater creation. Computational creativity aims to simulate the human creative process through computer algorithms, and AIGC technology is based on deep learning algorithms, which learns from a large amount of theatrical works, historical and cultural information, and other data, so as to explore potential creative patterns. In the creation of digital drama of Qinba ancient road, AIGC is able to extract unique cultural elements and story clues from the huge amount of information related to Qinba ancient road, provide novel creative inspirations for script writing, character shaping and scene design, break through the limitations of the human creators' thinking, and realize the expansion and innovation of creativity.

In the field of digital theater, studies related to modern media theory and computational creativity are of key significance in understanding the application of AIGC technology in digital theater. The perspectives of theorists such as Manfred Pfister and Jenny Ray Franks provide important theoretical support for AIGC technology in constructing a cultural communication pathway for digital theater in Qinba Guodao. First, Manfred Pfister argues that the incorporation of digital technology has changed the traditional structure of theater narratives, making the presentation of stories more diverse and flexible. Secondly, Jeanne-Rae Franks focuses on the use of virtual space in theatre, emphasizing the new experiences and interactive methods it brings to the audience.

Manfred Pfister emphasizes the profound impact of digital technology on the narrative structure of drama, arguing that it breaks the more fixed and linear pattern of traditional drama narratives. The narrative structure of traditional theater usually follows a linear pattern, with a relatively homogenous presentation of plot development and character relationships. However, with the introduction of digital technology, theater narratives are no longer limited to a linear approach, and creators can present multiple parallel story lines at the same time through the integration of multimedia elements, such as video, audio, and animation. This multi-line narrative structure increases the complexity and layering of the drama, and the audience can actively participate in the interpretation of the plot and sort out the story logic from different clues, thus enhancing the audience's sense of participation and immersion. In the creation of digital drama in Qinba ancient road, AIGC technology, based on its ability to analyze and generate massive text data, can realize the narrative change mentioned by Pfister. Digital technology provides theater creators with more tools and possibilities, so that the narrative is no longer limited to the traditional linear approach. For example, AIGC can generate a multi-threaded, non-linear story structure based on the rich historical and cultural materials of the Qinba ancient road. Through the excavation and integration of stories of different historical periods and characters on the Qinba ancient road, the plot can

travel freely in time and space, and utilize the techniques of reminiscence and flashback to present multi-layered story contents. This is in line with Pfister's emphasis on the enhancement of audience participation and immersion, and enriches the dimensions of the theatrical narrative.

Jenny Rae Franks, on the other hand, focuses her research on the use of virtual space in theater. She believes that virtual space brings a whole new way of experience and interaction to theater. The stage space of traditional theater is limited and fixed, while the emergence of virtual space breaks this limitation. Through virtual reality, augmented reality and other technical means, theater can create a completely virtual environment, so that the audience seems to be in a completely new world. In this virtual space, the audience is no longer a passive bystander, but is able to interact with the environment and jointly influence the development of the play. In addition, AIGC technology, combined with Virtual Reality (VR) and Augmented Reality (AR), can create a highly realistic and interactive virtual space for the Qinba Ancient Road Digital Theatre. AIGC can generate detailed virtual scenes of the Qinba Ancient Road, such as ancient post stations, rugged mountain roads, etc. The audience can use interactive devices to interact with the virtual space through their hands. (Liu, D., & Huang, J. B. 2016) With the help of interactive devices, the audience can communicate with the virtual characters through gestures and voices, and even influence the development of the plot. This not only realizes the interaction between the audience and the theatrical environment advocated by Franks, but also creates a personalized viewing experience for the audience, making them feel as if they were in the historical situation of the Qinba Ancient Road, and deeply feel its cultural charm. (Pei, Z. L. 2008) This interactivity greatly enhances the audience's sense of participation and entertainment. At the same time, the virtual space can also create more realistic and shocking visual effects for the drama, such as showing fantasy scenes, surreal elements, etc., which brings unprecedented visual impact and aesthetic experience for the audience.

Combined with modern media theory, especially the theory of "participatory culture" proposed by Henry Jenkins, the application of AIGC technology in digital theater can be further explained. According to Jenkins, under the new media environment, the audience is not only a passive receiver, but also an active participant, who participates in the creation and dissemination of cultural products through social media and online comments. In the digital drama of Qinba ancient road, AIGC technology dynamically adjusts the plot by analyzing the audience feedback in real time, so that the audience can participate in the development of the plot in real time, and this interactivity not only enhances the audience's sense of participation, but also provides a new way of thinking and methodology for the creation of the drama. From the perspective of modern media theory, the application of AIGC technology promotes the change of digital theater communication mode in Qinba ancient road. Modern media theory emphasizes the immediacy, interactivity and plurality of information dissemination, and the digital theatre empowered by AIGC technology realizes a wide and rapid dissemination through the network platform. Audiences are no longer restricted by the time and space limitations of traditional theaters, and can watch digital theater anytime and anywhere through various terminal devices. (Peng, D. M., Liu, X. J., & Sun, S. Q. 2008) At the same time, the real-time feedback mechanism supported by AIGC enables the audience to express their views on the drama instantly, and the creator adjusts the content according to the feedback, which realizes the two-way interaction between the drama and the audience and strengthens the dissemination effect.

In summary, based on fully absorbing and developing the theories of scholars and combining the latest advances in modern media theory and computational creativity research, this study aims to build a comprehensive and in-depth theoretical framework to guide the practical exploration of AIGC technology in the cultural

communication path of digital theater in Qinba ancient road. In order to give full play to its potential in the field of digital theater and realize the deep integration and synergistic development of technology and art.

AIGC Technology-Driven Reconstruction Logic of Digital Theater in Qinba Ancient Roads

The Reconstructive Logic of Digital Theatre on Qinba Guodao AIGC technology has given a new life and vitality to the Qinba Ancient Road Digital Drama, which will be analyzed in this chapter specifically from the aspects of narrative structure, characterization, scene construction and stage design, distribution and marketing. First of all, in the process of script creation, AIGC technology can generate a text with the cultural characteristics of the ancient road based on the data of historical materials and folk stories related to the Qinba Ancient Road. On this basis, the scriptwriter can break through the limitations of traditional thinking and dig out potential creative modes and novel plot clues. Optimize the structure of the script to make the rhythm more compact and the plot more fascinating.

Secondly, in terms of scene construction and stage design, AIGC technology uses computer graphics and deep learning algorithms to quickly generate realistic virtual scenes and optimize the lighting, materials, textures, etc. of the scenes. For example, AIGC technology is used to quickly generate the visual effect creative program of Qinba ancient road culture, generating realistic virtual scenes, stage stations, mountains and rivers, ancient towns, etc. on the Qinba ancient road. Then optimize the lighting, material, texture and other details of the scene to enhance the realism and artistic effect of the scene. In the intelligent design of theatrical choreography, lighting, sound effects and other design solutions are automatically generated to bring the audience a very powerful audio-visual feast.

Finally, at the distribution and marketing level, AIGC technology can precisely target audience groups by virtue of its in-depth excavation and precise analysis of audience data, which provides a scientific basis for ticketing management and performance planning by accurately predicting the market demand, and further expands the market influence of Qinbaogudao Digital Theatre. In addition, AIGC technology has brought subversive changes to the audience's interaction mode. In the past, the audience was often a passive receiver of information, and could only make limited comments and feelings after the play. Now, AIGC technology enables the audience to give real-time feedback and form dynamic interaction with the development of the play. (Peng, G. 2009)Audiences can instantly share their personal feelings and insights through mobile devices while watching digital theater, and the AIGC system quickly processes this massive amount of data to provide valuable data support for creators. Creators are able to make real-time adjustments and optimizations to the play, and accurately grasp the audience's needs and preferences. This shift in the mode of interaction not only enhances the audience's experience of watching the play, but also provides a new impetus and direction for the dissemination and promotion of digital theater in Qinba Guodao.

The application of AIGC technology in the field of Qinba Gudao Digital Drama is promising. With the continuous optimization of the algorithm structure and the improvement of computational efficiency, combined with emerging technologies such as quantum computing, AIGC technology will be able to generate faster and more accurate content, and bring the audience a smoother and more realistic theatrical experience. At the same time, the deep integration with virtual reality (VR), augmented reality (AR), mixed reality (MR) and IoT technologies will create more immersive theater scenes and interactive experiences for the audience. (Qin, F., & Xu, J. J. 2015)

In the form of dissemination, it is also possible to expand the digital theater of the Qinba ancient road to the "Qinba ancient road immersive experience hall" and the Qinba ancient road RPG game. For example, an "MMO-RPG" game can be designed, which is a massively multiplayer online role-playing game centered on the Ba culture story. Each audience member is responsible for playing a character, and through exploring a game world that combines virtual and real, the audience can complete the main quests through deciphering, fighting, cooperating, upgrading their characters, and ultimately creating a game world that is uniquely their own. (Ruan, Y. P. 2011)Coupled with wearable VR devices to enhance the game experience, the game allows the experience to be more intuitive and active understanding of the Qinba culture, exploring how the White Tiger saves the trapped Ba people and leads them out of the difficult game world. It allows young people to enjoy the game while paying more attention to the historical heritage of Qinba culture.

Opportunities, Challenges and Prospects of AIGC Technology in Digital Theater of Qinba Guodao

This study thoroughly explores the application of AIGC technology in constructing the cultural communication pathway of digital theater on the Qinba Ancient Road. The study shows that AIGC technology has revolutionized the creation of digital theater on the Qinba Ancient Road, and has demonstrated great potential in enhancing the effect of cultural heritage dissemination and promoting cultural inheritance and innovation.

However, while AIGC technology brings opportunities, it also faces many challenges. First, the issue of cultural authenticity deserves attention. How to maintain the original flavor of the Qinba ancient road culture in the content generated by the algorithm, and avoid the alienation and distortion of cultural symbols, is a key issue that needs to be solved in the application of AIGC technology. although AIGC technology can generate rich content, there may be a lack of understanding of the cultural content of the Qinba ancient road, which may lead to the deviation between the generated content and the real cultural connotation.

Secondly, in terms of public acceptance, part of the audience may be resistant to AIGC-generated digital theater, thinking that it lacks the emotion and temperature of human creation. Traditional theater audiences are used to the realism and interactivity of live performances by actors, and it may be difficult to produce emotional resonance for virtual characters and AIGC-generated dramas, thus affecting the promotion and application of AIGC technology in digital theater of Qinba Ancient Road. How to find a balance between the popularization of the technology and the acceptance of the audience is a challenge for the application of AIGC technology in the field of digital theater of Qinba ancient road.

In addition, in terms of technology popularization, realizing the in-depth integration of AIGC technology and digital theater of Qinba ancient road requires certain technical foundation and equipment support. The lack of VR and AR equipments in some remote areas restricts the audience's access to immersive theater experience, which hinders the application and cultural dissemination of AIGC technology in these areas. (Tan, G. X., & Sun, C. M. 2013)

To address these challenges, corresponding strategies and measures can be taken. First, to ensure cultural authenticity, an expert review mechanism is established. After AIGC generates the content, experts and scholars familiar with the culture of Qinba ancient road are invited to review the content, and any content that does not conform to the cultural facts is corrected. At the same time, AIGC's algorithm is provided with richer and more accurate data to enhance its learning and understanding of the Qinba Ancient Road culture, so as to guarantee the authenticity of the generated content

from the source. Secondly, in terms of public acceptance, organize AIGC digital theater experience activities and invite the audience to participate and experience its charm. Finally, to promote the popularization of the technology, the government and relevant enterprises need to increase investment in the construction of technical facilities, especially in technologically weak areas, to promote VR, AR and other equipment, and to enhance the network infrastructure.

In summary, AIGC technology provides new ideas and methods for the protection and dissemination of digital theater on the Qinba ancient road. In the future, the application of AIGC technology in digital theatre should be continuously optimized to improve the quality and artistic value of digital theatre content, and at the same time, interdisciplinary research should be strengthened, combining the knowledge of multiple fields, such as culture, art, and technology, to further expand the research field. In the context of protecting and inheriting the historical lineage of Qinba culture and inheriting and developing the excellent traditional Chinese culture, give full play to the role of science and technology in empowering the cultural industry, and transform the advantages of cultural resources into advantages in economic development. In addition, in terms of talent cultivation, emphasis should be placed on cultivating students' mastery and application of AIGC technology, as well as critical thinking and artistic creativity, so as to contribute more wisdom and strength to the prosperous development of digital theater in Qinba ancient road.

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Conflict of interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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