Original Paper

Digital-Intelligence Empowerment in the Multi-Dimensional Communication and Inheritance of Chinese and Foreign Literary Classics

Mingfeng Fan, Zhifan Yang, Yi Luo & Zhiyu Ren

School of Foreign Languages, Hubei University of Technology, Wuhan, China

Abstract

This study examines the current state of dissemination and inheritance of Chinese and foreign literary classics in the context of digitization, highlights the opportunities and challenges they face in the digital age, and proposes pathways to optimize their transmission by using digital-intelligent technologies. These include establishing multilingual intelligent translation platforms, developing interactive literary experience applications, and leveraging big data and AI for delivering literary works. Through case studies, the study elaborates on the practical application of these optimization strategies. Finally, it concludes with solutions for addressing the challenges of transmitting literary classics across cultures, aiming to provide global literary enthusiasts with more accessible, efficient, and profound literary experiences while fostering cross-cultural exchange and intergenerational heritage of literary classics.

Keywords

Digital-intelligence empowerment, Literary classics, Dissemination and inheritance, Multimedia integration, Multilingual strategies

1. Introduction

As the pinnacle of human literary creation, Chinese and foreign literary classics embody profound artistic and historical value. These canonical works carry rich cultural, historical, philosophical, and ethical connotations. Continued transmission of classical literary works in the new era holds significant enlightening and guiding roles in understanding human society and individual life, while further facilitating the inheritance and dissemination of shared cultural values worldwide. Currently, digital technological innovations are profoundly reshaping paradigms of cultural production and dissemination. Emerging technological approaches—such as artificial intelligence, big data, and media convergence—provide unprecedented possibilities for the revitalization of literary classics. Concurrently, the international community has increasingly prioritized the digital preservation and innovative inheritance of cultural heritage. UNESCO has designated 'digital transformation' as one of its five focal areas,

emphasizing that technological applications should serve the preservation and dissemination of cultural diversity. Exploring mechanisms for deep integration between digital-intelligent empowerment and literary classics has become a shared project in global cultural sectors. This integrative process will inject enduring momentum into the prosperity of global cultural diversity. Thus, within this contemporary context, it bears substantial practical significance to delve deeply into literary classics while leveraging technological innovations to foster their convergence with literature, thereby creating multidimensional approaches to literary dissemination and inheritance.

2. Current Situation and Challenges in Reading Chinese and Foreign Literary Classics

Reading Chinese and foreign literary classics serves as a fundamental means to enhance personal spiritual cultivation and cultural literacy, playing a vital role in fostering cross-cultural communication and mutual understanding. However, as modern society advances, this traditional reading habit is gradually disappearing from daily life, confronted by dual challenges posed by technological advancements and epochal transformations.

The superficial engagement with literary classics has become a global phenomenon. The 'fast-food' reading model, characterized by fragmented information consumption, skimming-based text navigation, and sensory-driven content selection, is increasingly replacing systematic in-depth reading. This trend is closely tied to the prevalence of digital media. Platforms such as short videos and social media employ algorithms to prioritize bite-sized, easily digestible content, reinforcing audiences' pursuit of immediacy and entertainment while weakening the immersive reflection and emotional resonance, which stand as the deeper features of literary classics. According to a survey by the Chinese Academy of Social Sciences, 83% of contemporary university students engage with short video platforms, with 56% classified as heavily dependent and 34% moderately dependent, and only 2% remaining independent of such platforms (Zhang, 2019). This data highlights how media dependency erodes deep reading capabilities: when audiences grow accustomed to 'scanning' rather than 'savoring' information, the complex narrative structures and intellectual depth of literary classics are reduced to fragmented symbols, diminishing their cultural significance.

Against this backdrop, audiences' engagement with literary classics is shifting from systematic close reading to functional skimming. Accelerating lifestyles and fragmented schedules have compressed or even eliminated time traditionally dedicated to literary immersion. Commutes, work breaks, and other sporadic intervals now serve as primary contexts for literary exposure. For instance, readers might grasp the plot framework of *War and Peace* through summary-style book reviews but rarely explore Tolstoy's philosophical reflections on history and humanity. Similarly, audiences may skim the magical realism of *One Hundred Years of Solitude* via video summaries while overlooking García Márquez's critique of Latin American society. This utilitarian approach weakens the educational function of literary classics, diluting their role as vehicles for spiritual nourishment. Consequently, systematic reading habits are subtly replaced by cursory engagement, eroding opportunities for individuals to cultivate their inner

worlds through literature.

Furthermore, traditional reading models struggle to meet personalized demands. As material living standards rise, audiences increasingly expect differentiated and stratified spiritual-cultural products. Conventional literary dissemination, relying on one-way transmission and emphasizing the authority and completeness of the literary works, fails to adapt to diverse cognitive levels, aesthetic preferences, and contextual needs. Younger generations, for example, probably are inclined to interactive digital media to access to the classics, while middle-and-old-aged readers retain emotional attachments to physical books. Academic researchers require scholarly resources for textual analysis, whereas common readers expect accessible interpretations and engaging content. Such disparities necessitate a dual commitment: preserving the literary value of classics while leveraging technology for reconstruction of multidimensional content. Supported by the technology of big data, different kinds of novel approaches like cinematic adaptations, short-video analysis and interpretation, and AI-powered audiobook customization have emerged, liberating readers from traditional paper-based formats and reflecting a collective desire for personalized engagement.

Therefore, a comprehensive analysis of the current landscape underscores the urgency of multidimensional and innovative reforms in the dissemination and preservation of literary classics. The rapid development of big data and artificial intelligence presents both challenges and opportunities. Digitized and intelligent media inject renewed vitality into literary classics, enabling the ancient texts to resonate with contemporary zeitgeists. By harnessing these technologies, we may re-examine literary classics, uncover their enduring relevance, and revitalize their cultural legacy in the digital age. This transformation not only addresses modern challenges but also reaffirms the timeless value of literary classics as bridges between past and present, individual and collective, and local and global cultural narratives.

The convenience of digital technology has significantly expanded the dissemination channels for literary classics. In the information age, digital and intelligent empowerment introduces novel modes and possibilities for the transmission of Chinese and foreign literary classics. Through digital platforms, individuals can selectively browse and read via the internet, e-books, and other mediums, enabling them to efficiently utilize fragmented time to fulfill spiritual needs. Simultaneously, digital technology provides more accessible tools and resources for translating and researching Chinese and foreign literary classics, intensifying a more comprehensive understanding of their cultural connotations and zeitgeist among readers.

The innovative capacity of digital technology has enriched strategies for preserving literary classics. As technological innovation gains global prominence, digital advancements continue to evolve, fostering greater creativity. Empowered by digital intelligence, re-creation and adaptation of literary classics now embrace diverse approaches. These include multilingual translations of classic works, presenting complex content through audio-visual formats, and transforming culturally rich elements into visual illustrations accompanied by electronic textual analysis. Such methods render the inheritance of literary

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classics multidimensional and intuitive, thereby not only enhancing public understanding and appreciation of traditional literary works but also stimulating passion for classical culture. This revitalized engagement attracts younger generations to participate in its preservation, ensuring the continuity of cultural heritage across evolving societal contexts.

3. Principles for Multidimensional Dissemination of Chinese and Foreign Literary Classics Empowered by Digital Intelligence

The digital intelligence era has profoundly reshaped literary dissemination, making it more accessible, rapid, and inclusive. By accelerating the circulation of literature across disciplines, social strata, and national boundaries, digitalization enables multipoint interactive communication—breaking away from the unidirectional transmission model of the print era and shortening the path from authors to readers (Yang, 2021). While integrating digital intelligence into literary dissemination has become imperative, this convergence introduces both opportunities and ethical-technical challenges. To navigate these complexities, the following suggestions must guide the process.

First, it is imperative to uphold national ideology in literary dissemination. Every literary work is inherently shaped by the ideology of its nation of origin, a characteristic amplified in contemporary literature due to the evolution of nation-state consciousness and governing priorities. Disseminating literary works, therefore, serves not only as cultural exchange but also as a strategic act of propagating national ideologies and constructing an international discourse system. In today's globalized world, where competition extends beyond 'hard power', like military and technology, to 'soft power', such as cultural influence and discourse power. Thus, establishing a robust international discourse system has emerged as a critical frontier. For instance, China's longstanding efforts to build a discourse system with Chinese characteristics, that is to say, emphasizing 'telling China's stories well' and accelerating the global reach of Chinese culture, exemplify this imperative. Consequently, literary disseminators must consciously project an authentic and multidimensional national image when promoting domestic works abroad, while rigorously screening foreign literary imports to mitigate ideological infiltration.

First, upholding the people-centered principle is fundamental to literary dissemination. Literature exists to serve the people, and its value is ultimately judged by public reception. Therefore, literary dissemination must inherently prioritize the people's interests. This dual mandate imposes two critical requirements on the transmission of Chinese and foreign literature.

On the one hand, literary works must balance accessibility with intellectual depth to retain their intrinsic value. Literature is often perceived as esoteric or elitist, alienating general readers. For instance, Gabriel García Márquez's *One Hundred Years of Solitude*, a globally celebrated masterpiece included in educational curricula worldwide, remains largely unread due to its complex narratives, sprawling timelines, and profound philosophical themes. To bridge this gap, disseminators must adapt works by streamlining plots, integrating contemporary idioms, and innovating narrative techniques. Such adaptations enhance engagement while preserving literary essence, encouraging readers to embrace,

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explore, and cherish these classics.

On the other hand, the digital intelligence era demands vigilance against the commodification of literature. In today's fast-paced society, audiences increasingly favor bite-sized knowledge consumption, leading to superficial engagement with literary works. This trend has spawned phenomena like clickbait titles and decontextualized excerpts, where unethical disseminators distort truths or cherry-pick content to cater to fleeting preferences. Such practices erode literary integrity, reducing works to profit-driven tools, a dire challenge to meaningful cultural transmission. Literature endures through its timeless ideas and artistic merit; stripping away its literary soul undermines its very essence. Thus, disseminators must maximize retention of literary value during adaptations, resisting the temptation to prioritize popularity over profundity. This commitment not only elevates public literacy but also fosters a more civilized and progressive society, reinforcing the people-centered principle. Furthermore, the widespread adoption of digital texts has rendered printed materials non-essential to literary activities (Li, 2023). While this shift lowers dissemination costs, it accelerates the commercialization of literature. Under market-driven logic, literature's once-sacred status crumbles, succumbing to utilitarian survival tactics (Yang, 2021). Some disseminators now prioritize personal gain over public service, flooding the market with uneven-quality content. To counter this, we must reaffirm the original mission of cultural dissemination: to act as bridges for knowledge, not conduits for profit, and to steadfastly uphold the principle of serving the people through literature.

Third, prioritizing the centrality of translation is indispensable for cross-cultural resonance. Translation functions as a transfer of literary capital, where the cultural and symbolic assets embedded in the source text are reconfigured to enhance its legitimacy and appeal in target contexts (Li & Xiao, 2023). Without high-quality translation, even masterpieces struggle to transcend cultural barriers. For example, *Dream of the Red Chamber*, a cornerstone of Chinese classical literature, faces limited global reach due to profound disparities between its portrayal of Chinese society and Western readers' expectations. Superficial translations further erode its literary depth, leaving foreign audiences unimpressed. Translation, however, is not mere linguistic conversion; it demands linguistic mastery, cultural acuity, and cross-cultural mediation skills (Song & Han, 2024). In the digital intelligence era, with its diverse dissemination channels and global audiences, translators must ensure their works are both dynamic and authoritative, preserving the soul of the original while making it resonate across cultures.

Fourth, reinforcing copyright protection is non-negotiable in safeguarding literary integrity. The digital intelligence era poses unprecedented challenges to copyright enforcement. Decentralized dissemination channels, low costs, and covert infringement methods have enabled unscrupulous individuals and profit-driven media entities to exploit literary works through piracy, unauthorized adaptations, and 'fragmented recombination' tactics that plagiarize ideas under the guise of innovation (Zhang, 2009). For instance, pirated editions may outsell legitimate copies tenfold, while derivative works proliferate through hybrid formats that obscure their illicit origins. Combating this requires a multi-tiered response: legislative bodies must refine laws to impose stricter penalties; law enforcement agencies should enhance

monitoring of digital platforms to swiftly identify and curb violations; public campaigns ought to promote respect for intellectual property; and individuals, especially disseminators, must prioritize copyright compliance, seeking explicit consent for adaptations. Only through collective vigilance can literature thrive without compromising its ethical foundation in the digital age.

4. Optimized Pathways for the Disseminating and Inheritance of Chinese and Foreign Literary Classics Empowered by Digital Intelligence

The digital transformation of Chinese and foreign literary classics is a vital means of realizing cultural value and amplifying societal impact. Driven by the wave of digitization, the dissemination and inheritance of these works have entered a new era of opportunity. The integration of digital technologies has enabled broader and deeper literary outreach while fostering profound interactions between creators and readers. To maximize the transmission of these classics, future efforts should focus on content curation, innovative modes, platform deployment, and traffic evaluation to ensure their fuller expression. First, guiding technological ethics with mainstream values. As digital intelligence empowers the dissemination and inheritance of literary classics, intense collisions of ideas and cultures between China and other nations become inevitable (Bai & Yin, 2024). Knowledge is inherently rooted in ideological and cultural frameworks, and the exchange, competition, or even conflict of diverse ideas inevitably give rise to value relativism. Chinese and foreign literary classics embody distinct historical contexts and cultural foundations, shaping unique values and narrative perspectives. Younger generations, immersed in the internet era, exhibit greater innovation and curiosity compared to previous generations, readily embracing new ideas. However, their strong autonomy also makes them vulnerable to biased or harmful values, posing new challenges for literary transmission.

To address these collisions of values, it is crucial to anchor technological ethics in mainstream values. Regarding the selection of content, priority should be given to literary works that reflect positive moral choices and value orientations, guiding readers to reflect on and evaluate diverse perspectives. This fosters critical thinking and helps audiences discern right from wrong, minimizing the influence of harmful ideologies. Institutionally, mechanisms for supervising value dissemination platforms and standardizing technological applications must be established to block the spread of undesirable values at its source, creating a conducive environment for literary heritage.

Second, enhancing engagement and interactivity through multimedia integration. In the pursuit of the effect of maximal communication, multidimensional approaches are essential. While rapid advancements in AI, big data, and social media have provided unprecedented channels for dissemination and precise audience targeting, relying on single platform or method risks diminishing effectiveness (Yuan, 2024). Thus, media convergence has become pivotal in promoting the transmission of literary classics within a globalized context. The synergy between traditional and new media has birthed a complex media ecosystem, optimizing resource integration, sharing, retrieval, and screening to meet personalized audience needs. Digital transmission which is characterized by immediacy, interactivity, personalization,

and vast scalability has profoundly transformed information dissemination.

In the era of traditional media, the content was mostly written by professionals. Once the content was printed, it was hard for the writers to get immediate feedback from readers. In this case, it is basically a one-way relationship between writers and readers. However, with the participation of digital dissemination, the participation barrier is lowered down, enabling real-time likes, shares, comments, and even direct audience-to-audience exchanges. This fosters mutual trust, allowing creators to identify shortcomings promptly, and establishing a virtuous feedback loop between stakeholders.

Third, enriching the to-be-presented content through multilingual approaches. A critical challenge in cross-regional cultural exchange lies in linguistic differences, which include not merely in grammar and vocabulary, but also in regional cultures, social contexts, and customs. Translation mitigates these barriers, allowing readers to experience the charm of diverse languages and delve into literary classics through cultural lenses. Such cross-cultural dialogue enhances mutual understanding and friendship among nations, enriching global cultural diversity.

Beyond advancing multilingual translation technologies, deepening cross-cultural collaboration is equally vital. Global writers, translators, and scholars can engage in joint creative or translation projects, fostering mutual respect and producing works that blend multicultural elements. Leveraging the global reach of social and new media platforms, such as creating multilingual accounts, regularly sharing selected translations, or hosting online salons and seminars, can attract international attention and broaden literary audiences. Furthermore, establishing integrated international literary platforms for creation, translation, exchange, and showcasing will serve as hubs to accelerate cross-border literary flow, bridge linguistic and geographical divides, and inspire global literary diversity. By implementing these strategies, we can overcome linguistic and cultural challenges, ensuring that Chinese and foreign literature thrives in an interconnected world.

5. Case Study

As mentioned above, this study analyzes two recent cultural phenomena: the animated film *NeZha 2* (2025) and the video game *Black Myth: Wukong* (2024), to explore how technology revitalizes traditional narratives.

In Buddhist tradition, Nezha originated as the son of Vaiśravaṇa, a guardian deity tasked with dispelling evil and protecting sentient beings. As the figure of Nezha was assimilated into Chinese religion and literature, it evolved into a tapestry of legendary tales, including Nezha Offering the Buddha's Tooth, Nezha's Battle Against Demons, Nezha's Confrontation with Sun Wukong, Nezha's Birth from the Spirit Pearl, Nezha Stirs the Ocean, and Nezha's Duel with Stone Witch. These stories have become cornerstones of China's cultural heritage.

Empowered by digital intelligence, director Jiaozi reimagined the Nezha mythos in *Ne Zha 2*. The movie seamlessly blended traditional Chinese culture with modern values, shattering domestic animation records, emerging as a cinematic landmark and topping global box office charts for animated movies. By

its fourth week, the movie demonstrated unprecedented staying power: despite post-Spring Festival market contraction and dwindling post-Lantern Festival demand, it maintained a daily box office exceeding 100 million yuan, with weekend earnings of 520 million and 350 million yuan. By February 23, it set a historic milestone with 26 consecutive days of surpassing 100 million yuan in daily revenue, eclipsing *Wolf Warrior 2*'s 18-day record from 2017. Grossing 1.736 billion yuan in its fourth week, the movie transcended seasonal advantages to become a nationwide cultural phenomenon. Cutting-edge CGI and visual effects breathed life into its characters and settings, while architectural designs, costumes, and props radiated Chinese aesthetics. The movie's bold chromatic contrasts and layered color palettes masterfully mirrored emotional arcs and narrative tones, crafting a visual style that harmonized modernity with tradition.

Simultaneously, the highly anticipated game *Black Myth: Wukong*, released on August 20, 2024, swiftly dominated Steam's global sales charts, igniting international acclaim. Praised for its intricate plot, stunning visuals, and haunting score, the game amassed over 59 million views for its gameplay trailers on Bilibili by late August 2024, while achieving a 95% positive rating on Steam. Its cultural resonance persists, sustaining high engagement across gaming communities.

Black Myth: Wukong reinterprets *Journey to the West* through immersive audiovisuals and narrative ingenuity, embedding Chinese mythology into interactive gameplay. From its interface depicting a monkey inserting incense with plucked hair to Shaanxi work song-inspired soundtracks and plotlines involving stolen Buddha statues, global players are drawn to explore Chinese literature, language, and history. The game's meteoric rise underscores Chinese culture's immediate appeal while signaling vast potential for cultural dissemination through gaming. China's literary canon brims with overlooked masterpieces—stories awaiting digital storytellers. *Black Myth: Wukong* pioneers a paradigm: integrating historical and mythological elements into virtual worlds to rejuvenate cultural transmission.

Admittedly, both *NeZha 2* and *Black Myth: Wukong* exemplify multifaceted success. Rooted in classical traditions, they defy conventional storytelling through technological reinvention, amplifying emotional resonance and cultural cohesion. Their triumphs mark a watershed in the cultural industry's evolution, proving traditional culture's latent power to generate economic and spiritual value when fused with innovative adaptation. This underscores the imperative of digital empowerment: leveraging technology to illuminate classical literature.

6. Conclusion

This study provides a thorough analysis on how digital and intelligent technologies transcend linguistic and cultural boundaries, not only expanding the global reach of literary classics, but also enhancing their multidimensional representation and enduring influence across diverse cultural contexts. By integrating classical aesthetics with modern technological advancements, we revitalize traditional literary works, enabling them to resonate with contemporary audiences. Looking ahead, as technological innovation continues to evolve and deepen, Chinese and foreign literature will achieve more precise, efficient, and

multidimensional dissemination under the empowerment of digital intelligence. This progression will further bolster cultural exchange and integration. Let us harness the boundless potential of these technologies to illuminate humanity's spiritual and cultural heritage with richer, more diverse, and multifaceted expressions of literary brilliance.

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