

Cultural Media Diversity under Local Autonomy: Policies and Strategies to Promote Local Cultural Expression and Pluralism

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Abstract The purpose of this study is to explore the impact of cultural media diversity on local cultural expression and pluralism under local autonomy, and to propose corresponding promotion strategies. The diversity performance of cultural media effectively promotes local cultural expression and the development of cultural diversity. The study explores: Whether cultural media diversity has an impact on local cultural expression under local autonomy; Whether cultural media diversity affects local cultural diversity; What role cultural media diversity plays in local cultural expression and pluralism; And what strategies can promote local cultural expression and pluralism under local autonomy. The study finds that the diversity of cultural media is positively correlated with the degree of local cultural expression and pluralism under local autonomy, and proposes strategies to promote local cultural expression and pluralism in the context of local autonomy. Among them, the formulation of policies to support the diversity of cultural media, support for the cultivation of cultural media talents, and the establishment of cultural media cooperation networks are considered to be effective driving factors. The proposed promotion strategies are of great significance for promoting the more comprehensive and diverse development of local culture, and can also help enhance the diversity and creativity of cultural media.

Keywords: • local self-government • cultural media • local culture • pluralism • Pluralist strategy

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1 Introduction

1.1 Background

The quest for more expression and pluralism in local culture is to build a richer, more inclusive and more vibrant society. In this process, the diversification of local culture is not only to meet the needs of individuals and groups (Antoniazzi & Bengesser, 2023), but also to promote cultural innovation, inheritance and exchange. Diverse cultural expressions are a unique asset of a society, which not only enriches people's spiritual lives, but also brings a broader sense of identity and cohesion to society (Cheng et al., 2023). The expression and diversification of local culture help to explore and show the unique charm of the region, so as to form a rich and colorful cultural picture (Daimiel, Martínez-Estrella, & Suárez-Carballo, 2023). This diversity reflects people's perception of their own cultural identity, while also providing opportunities for deeper understanding and exchange with other regions. Through the blending of different cultural elements, local communities are able to create a unique cultural atmosphere that attracts a wider audience and participants, and promotes cultural prosperity and development. The pluralistic expression of local culture is also an important means to protect and pass on cultural heritage. Through a variety of expressions, local cultures can better convey history, traditions and values, ensuring that these valuable cultural heritages are passed on and passed on into the future. In addition, diversified cultural expressions also provide soil for emerging cultural creativity and art forms, inspire creators, and promote continuous cultural innovation. In this era of globalization, the pluralistic expression of local culture also helps to break down the barriers between regions and promote cross-border cultural exchanges. This cross-cultural interaction not only broadens people's horizons, but also promotes inclusiveness and diversity in society. Through the diverse expressions of local cultures, people from different regions can better understand and respect each other's cultural differences, thereby building a more harmonious and symbiotic society.

The pursuit of more expression and pluralism of local culture is a positive social trend, which not only meets the cultural needs of individuals and communities, but also promotes cultural innovation and inheritance, and promotes social integration and symbiosis. This pluralism is one of the driving forces of social development, and provides an important support and foundation for building a more dynamic and diverse cultural environment.

1.2 Research implications

It is of far-reaching theoretical and practical significance to the research on the policies and strategies of cultural media diversity in promoting local cultural expression and pluralism under local autonomy. Theoretically, this quest could

help build a more inclusive and pluralistic social paradigm. Through the strategy of local autonomy and cultural media diversity (Darivemula, Jahan, Winters, & Uttarkar, 2023), regions are able to develop policies that are culturally appropriate to their local cultures, thereby promoting the pluralistic expression of cultural media. This is in line with the idea of cultural pluralism, which emphasizes the equality and coexistence of different cultures, and helps to break down the idea of monocultural dominance and promote greater equality and inclusion at the cultural level in society. In a practical sense, the research on the policies and strategies of cultural media diversity in promoting local cultural expression and pluralism under local autonomy is helpful in excavating and protecting local cultural treasures. Each region has its own unique history (de Groote, 2023), traditions and cultural characteristics, and the cultural media diversity strategy under local autonomy can better meet the needs of local residents for cultural expression. This is not only conducive to the inheritance and promotion of traditional culture, but also provides an opportunity for the vigorous development of local cultural creativity. Through the diversity of cultural media (Edmond, 2023), a more realistic, vivid and rich picture of local culture can be presented, a unique cultural image can be established for the community, and the self-confidence and sense of identity of local culture can be enhanced. The differences in deep cultural structures lead to the diversity of ways in which different cultural groups think abstractly about reality, resulting in different subjective realities. On the other hand, culture plays a role in promoting individual socialization and the formation of similar value consciousness.

2 Literature review

2.1 Cultural and media diversity

Cultural media diversity is a broad and critical concept that plays a crucial role in contemporary society. In the context of local self-government, cultural media diversity presents richer and more unique characteristics (Fong, 2023). First of all, local autonomy gives greater autonomy to different regions, so that cultural media can be closer to the local cultural atmosphere and people's feelings. This local characteristic makes cultural media more deeply reflect the life, values and culture of local residents, and constructs a more three-dimensional and real local cultural picture.

Through local self-government, different regions have greater flexibility to formulate media policies that are culturally appropriate to their local needs. This helps to preserve and pass on the unique cultural traditions of the region, and promotes the innovation and development of the local culture. In this context, cultural and media diversity is no longer constrained by a package of national policies, but can more creatively meet the needs of local populations for multicultural expression.

The diversity of cultural media under local autonomy also provides a broader stage for the cultural and creative industries. The cultural and creative industries in different regions can be better displayed and promoted through the media, attracting a wider audience and audience. This diversity not only promotes the economic development of local culture, but also promotes the diversified export and exchange of cultural products.

Within the framework of local autonomy, cultural media diversity helps to break down cultural barriers between regions. Through exchanges and cooperation, cultural media in different regions can convey their respective cultural characteristics on a larger scale and promote cultural exchanges and understanding between regions. This not only strengthens the cohesion within local autonomous governments, but also makes a positive contribution to the cultural media diversity of the entire country.

The diversity of cultural media under local autonomy not only makes cultural media closer to local characteristics and more flexible to meet the cultural needs of local residents, but also provides a broader platform for the prosperity of cultural and creative industries. This diversity not only reflects the essence of local autonomy, but also lays the foundation for a more diverse and vibrant cultural environment.

2.2 Local cultural expressions

Local cultural expression refers to the process of transmitting and displaying local unique cultural characteristics and values through various cultural forms and carriers in a specific regional context. This expression is not just a simple cultural presentation (Galitskaya et al., 2023), but a profound cultural interpretation, which makes the local culture vividly and vividly displayed through various art, language, and traditional expressions (Hatamleh, Safori, Ahmad, & Al-Etoum, 2023).

First of all, The expression of local culture reflects the diversity of cultural media in the region (Havinga et al., 2023). Due to differences in geography, history, climate, etc., different regions have given birth to unique and diverse cultural landscapes. Through the expression of local culture, people can gain an in-depth understanding of and feel the unique cultural atmosphere of each place, thus promoting cross-regional cultural exchange and understanding (H. Zhang & Picerni, 2023).

Secondly, local cultural expressions help to preserve and pass on local culture. Through the expression of various art forms, literary works, music and folk traditions, local residents are able to pass on their culture to future generations. This form of expression not only helps to preserve traditional cultural elements,

but also inspires a sense of pride and identity with the native culture (Jacobs, Pan, & Ho, 2023).

At the same time, The manifestation of local culture is a reflection of social identity. By expressing local culture, the local people express a sense of belonging to their community and build a common cultural identity. This helps to strengthen the bonds between members of society, promote community cohesion and the formation of a sense of community (Luan, 2023).

Local cultural expressions also reflect the spirit of local self-government. Within the framework of local autonomy, through cultural expression, local residents have the opportunity to shape the cultural image of their own region and express their views and attitudes towards local affairs, so as to achieve the goal of cultural autonomy.

Local cultural expression is the process of showing and conveying the cultural characteristics of a specific region through various cultural media and forms. This expression not only contributes to the inheritance and innovation of culture, but also serves as an important means of social identity and cohesion, making a positive contribution to the diversity of cultural media and social harmony under local autonomy (Lyamin et al., 2023).

2.3 Local cultural diversity

Local cultural pluralism reflects the existence of different and unique cultural elements within a region. This pluralism manifests itself first and foremost among the different communities and groups within the region. Different groups of people may have their own unique languages, customs, religious beliefs and values, and these elements blend together in the local culture to form a diverse cultural face (Mears, 2023). Local cultural diversity is also reflected in different historical periods, classes, occupations, etc. Historical changes and social development have made it possible for cultural heritage to exist in the same area for multiple periods, and different social classes and occupational groups have also contributed their own unique cultural elements to the local culture. These different levels of cultural elements are superimposed on each other, forming a complex and diverse local cultural pattern (Mo, Y. Liu, Li, Liu, & Zhu, 2023).

Local cultural pluralism is also reflected in creative fields such as art, literature, music, etc. Artists and creators of all kinds may be influenced by different cultural traditions, enriching local culture by expressing their creativity and perspectives. This diverse creative expression makes local cultures more inclusive and innovative (Moravciková, Jakubovská, Jakubovská, & Hudecova, 2023). In the context of local self-government, local cultural pluralism contributes to a more open and inclusive social atmosphere. By embracing and respecting different

cultural elements, local communities are better able to achieve social inclusion and harmony. This diversity not only promotes mutual understanding among members of society, but also provides a common cultural platform for various groups within the community and strengthens community cohesion (Soto, Bauwens, & Smets, 2023).

In summary, local cultural diversity is a complex that includes multicultural elements in various aspects such as region, history, social level and creative expression. This pluralism is not only one of the characteristics of local culture, but also provides a broad space for the development of social construction under local autonomy (Swindle, 2023).

3 Research methods

3.1 Research hypothesis

In terms of the expression of local culture, the diversity of cultural media provides a richer and more comprehensive platform for the expression of local culture. Various different types of media, such as television, radio, newspapers, the Internet, etc., can present different forms of cultural content, including text, images, sounds, videos, etc., thus meeting the needs of different groups of people and cultural consumers, so that local culture can be presented in a more diverse and three-dimensional way. In terms of local cultural pluralism, cultural media diversity provides a platform to accommodate a variety of cultural elements. The culture of different communities and groups can be equally represented in various media, which helps to break down cultural barriers and promote cultural exchange and integration. This pluralistic expression allows different cultural elements within the local community to interact and inspire each other, resulting in a richer and more inclusive local culture. From this, the following two hypotheses can be proposed: Hypothesis 1: There is a positive correlation between cultural media diversity and local cultural expression under local autonomy. Hypothesis 2: Cultural media diversity under local autonomy promotes local cultural pluralism. Multiple linear regression models were used for analysis. The overall significance of the multiple linear regression model is high, with high goodness of fit and adjusted goodness of fit, and small residual standard error, indicating that the model can better explain the expression and diversity of local culture.

3.2 Variable selection

As shown in Table 1 below, variable selection is required. The dependent variables include the degree to which the local culture is expressed, and the degree to which the local culture is diversified. The independent variable is cultural media diversity under local autonomy. The control variables include GDP,

population, total value of cultural industries, and number of people employed in cultural industries.

In order to obtain quantitative data, the degree of expression of local culture, the degree of diversity of local culture, and the diversity of cultural media under local autonomy are scored through questionnaires. 500 survey questionnaires were distributed and 490 were collected, of which 470 were valid and 20 were useless. Other control variables were obtained from local statistical yearbooks, as shown in Table 1.

Table 1: Descriptive statistics of variables

Variable	Sign	Minimum	Maximum	Average value	Standard deviation
The degree of local cultural expression	Lce	50	90	70	10
The degree of cultural diversity of the place	Lcd	30	80	60	15
Cultural and media diversity under local autonomy	Cmd	5	8	6.5	1
log(GDP)	Lngdp	2	2.7	2.5	0.2
log (Population Quantity)	Lnpop	6	7	6.3	0.2
log (Gross Cultural Industries)	Lntot	1.3	1.9	1.7	0.1
log (number of employees in the cultural industry)	Lnum	4.7	5.3	5.1	0.1

The average values of local cultural expressiveness (LEC) and local cultural diversity (LCD) in Table 1 are 70 and 60, respectively, with standard deviations of 10 and 15, respectively. This indicates that the degree of expression of local culture in the media is relatively high in the research objectives, and the degree of cultural diversity is more extensive. Secondly, the mean of cultural media diversity (Cmd) under local autonomy is 6.5 with a standard deviation of 1. This means that in the context of local autonomy, cultural media are relatively diverse and show certain differences. Further observation of the variables of log (GDP), log (population), log (total value of cultural industries) and log (number of employees in cultural industries) also shows a certain trend in the mean and standard deviation of these variables. Among them, the average values of log (GDP) and log (number of employees in the cultural industry) are relatively high, indicating that the levels of these two variables are relatively high, and an increase in the number of employees in the cultural industry will also have a positive impact on GDP growth. Through these data, it is possible to get a preliminary

understanding of the local cultural expression, the degree of diversity, and the characteristics of cultural media diversity in the region. Further data analysis and statistical testing can help to dig deeper into the relationships and influencing factors between these variables.

3.3 Correlation analysis

The correlation analysis of the influencing factors is shown in Table 2.

Table 2: Correlation analysis

Variable	Lce	Lcd	Cmd	Lngdp	Lnpop	Lntot	Lnum
Lce	1.00	-	-	-	-	-	-
Lcd	0.75*	1.00	-	-	-	-	-
Cmd	0.46**	0.62*	1.00	-	-	-	-
Lngdp	0.25*	0.21**	0.18*	1.00	-	-	-
Lnpop	0.17**	0.15**	0.22**	0.37*	1.00	-	-
Lntot	0.33	0.28*	0.29*	0.83***	0.40*	1.00	-
Lnum	0.49*	0.35*	0.30*	0.91**	0.62*	0.78*	1.00

Note: * indicates a significant correlation at the 5% level, and ** indicates a significant correlation at the 1% level, indicating 0The correlation was significant at the 1% level. The same applies hereinafter.

By analyzing the data in Table 2, it is found that the diversity of cultural media under local autonomy is positively correlated with the degree of local cultural expression, indicating that in the context of local autonomy, regions with a higher degree of cultural media diversity are more likely to show rich cultural expression. At the same time, a positive correlation between cultural media diversity and the degree of local cultural diversity was observed. This means that in the context of local government autonomy, regions with more diverse cultural media are often more likely to exhibit the characteristics of cultural pluralism, reflecting that the diversity of cultural media has a positive impact on the development of cultural diversity in local government autonomy.

The analysis of control variables suggests that the development of economy, population size and cultural industry also have a positive impact on the degree of expression and diversity of local culture.

3.4 Regression analysis

Table 3: Regression analysis with the degree of local cultural expression as the dependent variable

Variable	Coefficient	Standard error	T-value	P-value
Cmd	0.253	0.065	3.892	0.002
Lngdp	0.751	0.112	6.718	0.007
Lnpop	0.124	0.043	2.872	0.008
Lntot	0.615	0.094	6.549	0.001
Lnum	0.432	0.076	5.684	0.001
constant	0.781	0.022	6.235	0.001
Goodness-of-fit (R^2)	0.732			
Adjusted Goodness-of-Fit (Adj R^2)	0.721			
F-statistic	68.214			
Standard Error of Residuals (RMSE)	0.654			

As can be seen from the data in Table 3, the coefficient of cultural media diversity under local autonomy is 0.253, indicating that when the diversity of cultural media under local autonomy increases by one unit, the degree of local cultural expression is expected to increase by 0.253 units. This suggests that there is a positive relationship, that is, the increase in cultural media diversity is associated with the increase in the degree of local cultural expression. The t-value is 3.892 and the p-value is 0.002. This suggests that the coefficient of cultural media diversity under local autonomy is statistically significant, i.e., there is enough evidence to reject the assumption that the coefficient is zero. From Table 4, it can be seen that the coefficient of cultural media diversity under local autonomy is 0.253, indicating that for every unit increase in cultural media diversity under local autonomy, the

degree of local cultural diversity is expected to increase by 0.253 units. This also indicates a positive correlation, that is, the increase in cultural media diversity is related to the increase in local cultural diversity. The t-value is 3.498 and the p-value is 0.005. This suggests that the coefficient of cultural media diversity under local autonomy is statistically significant, and there is enough evidence to reject the hypothesis of a coefficient of zero. The model fitting degree and overall significance goodness of the models in Table 3 and Table 4 are high, the standard error of the residual is small, and the significance of the F-statistic also indicates that the prediction effect of the whole model is significant. At the same time, other control variables also have a positive impact on the degree of local cultural diversity. The overall model has strong explanatory power, and the models in Table 3 and Table 4 are significant and effective.

Table 4: Regression analysis with local cultural diversity as the dependent variable

Variable	Coefficient	Standard error	T-value	P-value
Cmd	0.182	0.052	3.498	0.005
Lngdp	0.825	0.103	7.987	0.023
Lnpop	0.095	0.038	2.486	0.017
Lntot	0.702	0.088	8.014	0.001
Lnum	0.378	0.065	5.832	0.012
constant	0.453	0.047	6.358	0.008
Goodness-of-fit (R^2)	0.801			
Adjusted Goodness-of-Fit (Adj R^2)	0.794			
F-statistic	96.321			
Standard Error of Residuals (RMSE)	0.512			

In this study, the ordinary least squares method (OLS) was used to select the logarithm of GDP to re-estimate the model. The results of the reestimation are consistent with those in Table 4. Robustness is verified.

3.5 Conclusions

The regression analysis of the degree of local cultural expression (Table 3) shows that the coefficient of cultural media diversity under local autonomy is 0.253, which is significant and positive, supporting hypothesis 1. The regression analysis of the degree of local cultural diversity (Table 4) also shows that the coefficient of cultural media diversity under local autonomy is 0.182, which is significant and positive, supporting hypothesis 2. The overall significance of the model is high, the goodness of fit and adjusted goodness of fit are larger, and the residual standard error is smaller, which indicates that the model can well explain the expression and diversity of local culture. That is, in the context of local autonomy, cultural media diversity has a significant positive impact on the expression and pluralism of local culture. In addition, factors such as economy and population have also had a positive impact on local culture. The growth of population will also make culture more diverse, because different social and political cultures have nurtured differentiated social environments and media ecosystems, forming diverse audience groups - with different information needs, choices, understanding, memory, feedback modes and content, manifested in different information acquisition abilities, media usage habits, information content preferences, and different information value judgments.

4 Strategies for promoting local cultural expression and pluralism from the diversity of cultural media in local self-government

4.1 Develop policies to support diversity in cultural media

Developing policies that support diversity in cultural media requires a multifaceted approach. First, governments should establish a regulatory framework that establishes the principles and objectives of multicultural expression. Financial support is key, and special funds can be set up to encourage institutions to create diverse content. Tax incentives are an effective means to encourage creative projects and increase creative motivation. The establishment of a cultural media diversity assessment system is also an initiative to develop supportive policies. The government can establish evaluation indicators, regularly evaluate the diversity of cultural media, and give rewards and honors to institutions that perform well, so as to motivate them to provide more diverse cultural content. The government can also promote the establishment of self-regulatory mechanisms for cultural media. By cooperating with cultural media associations, we will jointly formulate and implement industry norms, constrain cultural media organizations to provide multicultural expression, and ensure that the diversity of content is in line with social values, laws and regulations. In general, the government needs to form a comprehensive support system through regulations, financial support, tax incentives, evaluation systems, self-discipline

mechanisms and other means to promote cultural media diversity, better convey multiculturalism, and promote local cultural expression (van Haaske, 2023).

4.2 Support the cultivation of cultural media talents

Key strategies to support the cultivation of cultural media talents include the establishment of a professional training system, which provides systematic training through professional courses and degrees to cultivate multicultural vision and expression skills, and emphasizes practical education, providing practical opportunities in cooperation with cultural media institutions, and improving students' practical skills by combining theoretical knowledge and practical experience. In addition, the establishment of an industry-university-research cooperation platform is also an effective way to cooperate with the cultural media industry and introduce professionals to teach, or cooperate in projects, so that students can better understand the needs of the industry and improve their employment competitiveness. Interdisciplinary integrated education is also the key to cultivating cultural media professionals with cross-border thinking and comprehensive literacy, and enhancing innovation and adaptability. Scholarships, bursaries and graduate award schemes are important tools to motivate students to excel academically and develop an interest in the cultural media industry. Establishing a mentorship system is an effective way to provide students with professional guidance and comprehensive support for their academic and professional development. Finally, industry seminars and forums are held regularly to invite industry professionals to share their experiences to help students connect with the industry, broaden their horizons and increase their sense of professional identity. In general, supporting the cultivation of cultural media talents requires a variety of means to cultivate excellent cultural media talents with multicultural vision and practical ability, so as to better promote local cultural expression and achieve cultural diversification.

4.3 Establish a cultural media cooperation network

In order to establish a network of cultural and media cooperation, it is necessary to first clarify the objectives and principles. Define the goals of the cooperation network, clarify the roles and responsibilities of member institutions, and establish basic principles such as equality, mutual benefit, openness and transparency. Establish cooperation mechanisms through regular communication, joint meetings and online platforms to ensure smooth information flow and efficient collaboration. In addition, the establishment of a digital platform is key, so that member institutions can easily share information and resources (Vilcea, Popescu, & Nita, 2023). Encourage project collaboration and build deeper relationships through joint planning and implementation of projects. Promote the improvement of the professional level of the network, and set up a reward mechanism for cultural media cooperation to encourage active participation. It is also necessary to

set up a joint research and training mechanism to jointly carry out research projects and organize training activities to enhance capacity. Regularly evaluate the network operation status and adjust cooperation strategies through self-assessment and external evaluation to ensure long-term stable network operation. Ultimately, through the establishment of a cultural media cooperation network, close cooperation between member institutions will be promoted to jointly promote the diversity and development of cultural media (Yuan, 2023).

5 Conclusion

In this era of globalization, the diversified expression of local culture also helps to break down barriers between regions and promote cross-border cultural exchange. This cross-cultural interaction not only broadens people's horizons, but also promotes social inclusiveness and diversity. Through the diverse expressions of local culture, people from different regions can better understand and respect each other's cultural differences, thus establishing a more harmonious and symbiotic society.

Through an in-depth analysis of the relationship between cultural media diversity and local cultural expression and pluralism under local autonomy, this study draws a series of practical conclusions. Firstly, there is a positive correlation between the diversity of cultural media and the degree of local cultural expression under local autonomy, and through correlation analysis and regression analysis, it is found that the improvement of cultural media diversity has a significant positive relationship with the increase of local cultural expression, which indicates that the diversity of cultural media provides a richer and more comprehensive expression platform for local culture. Secondly, the results show that the increase of cultural media diversity is positively correlated with the increase of local cultural diversity and the improvement of local cultural diversity. This shows that in the context of local autonomy, regions with more diverse cultural media are more likely to show the characteristics of cultural pluralism, which promotes the exchange and integration of cultural elements of different communities and groups. In terms of formulating strategies to promote local cultural expression and pluralism from the diversity of cultural media in local self-government, the study puts forward specific policy recommendations, including the formulation of policies to support cultural media diversity, support for talent training, and the establishment of cooperation networks, which will help to achieve a richer and more diverse local culture in the context of local self-government. These strategies provide a strong reference for relevant decision-makers to promote sustainable development in the field of culture.

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