



Research on the Development Strategy of Red Archives in the Digital Era-- Taking Yancheng Red Archives as an Example

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To cite this article:

Xu Yurou, Li Sijing, Song Peng. Research on the Development Strategy of Red Archives in the Digital Era-- Taking Yancheng Red Archives as an Example. *Advances*. Vol. 4, No. 1, 2023, pp. 1-8. doi: 10.11648/j.advances.20230401.11

Received: November 29, 2022; **Accepted:** December 12, 2022; **Published:** January 9, 2023

Abstract: [Purpose/Significance] Red archives are the true records of the development of the Chinese nation. The development and utilization of red archive resources are conducive to the development and inheritance of patriotism, the requirements of national development and social progress, and an important embodiment of the combination of national spirit and the spirit of the times. The development of red archives is of great significance to the country, archives departments, and the public. Yancheng City, Jiangsu Province established the New Fourth Army Headquarters on January 29, 1941, becoming the political, cultural, and military center of the Central China Anti-Japanese Battlefield. The Office of Yancheng Municipal People's Government pointed out that the exchange and cooperation with institutions of higher learning, scientific research institutes, archives, libraries, and other units should be strengthened to strengthen the rescue protection of the resources of old chronicles of previous dynasties, and all sectors of society should be encouraged to give play to the resources of old chronicles and continue Yancheng culture. [Method/Process] Through literature research and collection of typical cases of Yancheng Red Archives, this paper reveals some problems existing in the development of Yancheng Red Archives in the archives management department, such as the emphasis on excessive storage, weak awareness of red archives protection, single development, single implementation subject, etc. [Results/Conclusion] Based on the problems found, this paper puts forward the development strategy of Yancheng Red Archives, namely, changing traditional concepts and focusing on resource utilization; Enrich communication forms with the help of all parties; Integrate multiple main forces of red archives; Innovate the application of emerging technologies and promote the promotion of achievements.

Keywords: Red Archives, Yancheng, Cloud Computing, Big Data

1. Introduction

The red archives are a true record of the development of the Chinese nation, demonstrating the patriotism of generations of Chinese people. The development and utilization of red archive resources are conducive to carrying forward and inheriting the spirit of patriotism, is the requirement of national development and social progress, and is an important manifestation of the combination of the national spirit and the spirit of the times.

Yancheng City, Jiangsu Province established the New Fourth Army Headquarters on January 29, 1941, becoming the political, cultural, and military center of the Central China Anti-Japanese Battlefield. As of August 22, 2021, there are

248 Red Revolution sites in Yancheng. On May 29, 2022, the Yancheng Municipal People's Government Office issued the Implementation Opinions on Yancheng's Implementation of the Fourteenth Five-Year Plan for the Development of Local Chronicles in Jiangsu Province, pointing out that the exchange and cooperation with institutions of higher learning, scientific research institutes, archives, libraries, and other units should be strengthened to strengthen the rescue protection of the resources of old chronicles in previous dynasties, and all sectors of society should be encouraged to give play to the resources of old chronicles and continue the cultural context of Yancheng. With the rapid development of data management, data analysis technology, cloud computing, and big data technology, the digital era has provided solid technical support

for the development of red archive resources. This paper puts forward corresponding solutions to the problems existing in the current development and utilization of Yancheng red archive resources.

2. The Concept and Development Significance of Red Archives

2.1. Concept of Red Archives

As for the "red archives", Li Weilin believed that the new democratic revolution period was the main formation period of the "red archives", but the scope of the "red archives" should be expanded to memoirs, interviews, and oral history of various periods from the new democratic period to the founding of the People's Republic of China, as well as various kinds of objects discovered later. [1] Based on this, the "red archives" referred to in this paper refer to the historical records with preservation value of images, words, audio-visual materials, data archives, and other carriers that various organizations and individuals made outstanding contributions to the Chinese revolution and construction during the period of social construction and the new democratic revolution.

2.2. The Significance of the Development of Red Archives

2.2.1. Significance to the Country

As an important cultural resource of a country, archives have made unique contributions to proving a nation's history and culture and promoting cultural inheritance and prosperity [2]. Tell archives stories through multiple ways and paths, grasp the coincidence between the expression of "narrators" and the listening needs of "listeners", establish a dual interactive relationship between them, influence and drive the transformation from "listeners" to "narrators" with the appeal and penetration of archives stories, and show the profound cultural heritage and innovative vitality of the Chinese nation to the world with archives stories.

For a long time, the recognition and understanding of the image of the Chinese nation by some western capitalist countries tended to be fragmented and one-sided, which made it difficult for them to understand the true and complete current situation of China. Archives are documents formed in the social activities of organs, groups, and individuals in the form and carrier of words, images, sounds, etc., which are kept as historical records for future reference. As witnesses and recorders of history, the rich Chinese archives resources are an inexhaustible source for digging up "China's good stories".

2.2.2. Significance for Archives Department

In recent years, the development of the cultural resources of red archives has been carried out in the national comprehensive archives at all levels, providing various public cultural services for society and people. The academic community actively advocates the combination of independent development and cooperative development by the archives department [3], and the simultaneous development of public welfare and commercial development

[4], such as the development of red archives cultural products [5] and red archives film and television works [6]. However, at present, the commercial development of all kinds of red archives cultural resources has not broken through the barriers of the system and made substantial progress. At present, the development of cultural resources in the archives department is mainly in the form of red archives exhibition and compilation of historical materials from red archives. However, due to such interference factors as time and space barriers and heterogeneity of archival text language, the cultural information resources of red archives are often unable to enter the life of the public. However, the rapid development of WeChat, microblog, and other micro media in recent years and the exploration of the development mode of archive information resources, has provided a richer communication channel for archives. The development of red archive stories has become the desk choice of innovative cultural resource development approaches for archives at all levels and of all kinds. For example, in the process of development of red archive cultural resources, topics of public interest are selected as story topics to interpret and tell archive stories by modern people's reading habits and perception psychology, topics of social interest are turned into popular archive stories, and the outsourcing business of archive micro communication platform is expanded with the help of the public, which is conducive to the distance between archives and the public, It is helpful to innovate the development mode of red archive cultural resources and expand the realization space of archive value.

2.2.3. Significance to the Public

In recent years, the development of the cultural resources of red archives has been carried out in the national comprehensive archives at all levels, providing various public cultural services for society and people. The academic community actively advocates the combination of independent development and cooperative development by the archives department [3], and the simultaneous development of public welfare and commercial development [4], such as the development of red archives cultural products [5] and red archives film and television works [6]. However, at present, the commercial development of all kinds of red archives cultural resources has not broken through the barriers of the system and made substantial progress. At present, the development of cultural resources in the archives department is mainly in the form of red archives exhibition and compilation of historical materials from red archives. However, due to such interference factors as time and space barriers and heterogeneity of archival text language, the cultural information resources of red archives are often unable to enter the life of the public. However, the rapid development of WeChat, microblog, and other micro media in recent years and the exploration of the development mode of archive information resources, has provided a richer communication channel for archives. The development of red archive stories has become the desk choice of innovative cultural resource development approaches for archives at all levels and of all

kinds. For example, in the process of development of red archive cultural resources, topics of public interest are selected as story topics to interpret and tell archive stories by modern people's reading habits and perception psychology, topics of social interest are turned into popular archive stories, and the outsourcing business of archive micro communication platform is expanded with the help of the public, which is conducive to the distance between archives and the public. It is helpful to innovate the development mode of red archive cultural resources and expand the realization space of archive value.

3. Principles of Red Archives Development

3.1. Protective Principle

In the development of red archives resources, the protection of red archives should be given top priority, and the development and utilization should be carried out on the basis of maintenance and repair. Over time, many red songs, oral red archives and local red archives are dying out. At present, the protection of red archives is not strong enough and the methods are insufficient. The reason is the lack of protection awareness and improper storage of red archives resources. During the development process, the archives department should first repair and rescue the damaged red archives. For example, red books and magazine treasures, red manuscripts, various documents within the organization, etc. Due to the large time span and limited storage conditions, many documents are damaged, yellowing, brittle and infested. For the red archives that have found problems, priority should be given to rescue and repair, to restore the historical original appearance of these red archives to the maximum extent, and then make corresponding copies for later development and utilization. If the original is found missing, try to find or supplement the missing documents as much as possible. If you can't find it, you need to use the interview insider to find relevant information and rewrite it. Red documents shall be checked regularly to ensure good storage status and environment.

At present, it is the era of information networks. The digitalization and networking of red archives occupy a large proportion of the overall development mode and gradually become one of the mainstream development modes. During the development process, network communication increased the risk of red file information disclosure. Therefore, during the development of red archives, a safety inspection system should be established to summarize the development and development results of the whole process and conduct regular traceability inspections. In addition, since the development of archives will involve development service outsourcing, collaboration, and other scenarios, a confidentiality agreement should be signed with developers to protect information security. At the same time, corresponding technical means should be used to develop new media means to protect the information security of digital red archive storage media, red

archive databases, and access rights.

3.2. Systematic Principle

The types of red archives are complex and the carriers are diverse. With the accumulation of time, the number of red archives will continue to increase. Because the time, place, and type are not fixed, most red file resources are not systematically recorded in the initial state, showing the characteristics of duplication, dispersion, and disorder. The most important purpose of adhering to the systematic principle is to establish a direct or internal connection between different red archives so that the scattered and messy red archives can be classified by time and place and finally form a system. Therefore, the archives department needs to adhere to the systematic principle, screen the repetitive parts, sort out the disordered parts, and supplement and improve the warehouse resources before carrying out the development of red archive resources. In the process of development and arrangement, the red archives should be analyzed to gradually improve the red archive's resources.

Some red files are relatively rare and difficult to develop, so it is difficult to collect and develop them in the order of conventional files. This is not contradictory to the systematic principle but is an important supplement to it. Because the collection and development after development can ensure the integrity of red archive resources, the purpose is to ultimately achieve the systematization of red archive resources. The principle of systematization is not only conducive to the protection of red archive resources but also provides an operable way for the later secondary development, supplement, and reference.

3.3. Demand Principle

First of all, the development of red archive resources should follow the current needs. The development of red archive resources needs to be gradual and cannot be achieved overnight. The overall amount of red archive resources are large, and the development forms are also diverse. It is impossible to complete the development of all red archive resources in a short time. The fundamental purpose of development is to excavate the connotation and value existing in it so that it can continue and better protect the ontology. Therefore, according to this logic, the development of red file resources must be in order and cannot be developed at will. At the initial stage of the development of red archives, the archives department should follow the principle of demand first, concentrate manpower, material resources, and energy to develop resources, and give priority to the development of red archives resources that have the richest value connotation and can best meet the spiritual and cultural needs of the masses. To develop each red file resource, we should dig into its connotation and extension, and improve the development quality.

Secondly, the development of red file resources should also look forward to future needs, with a certain degree of foresight. When analyzing people's spiritual needs in the development of

red archive resources, we should look at them from the perspective of development. We should not only analyze the current needs but also plan for future needs. Because the development of red archive resources is a gradual process, at this stage, due to the limited technical means of development or the small demand for current development, the seemingly low value of red archive resources may be of great help to future generations to promote red culture. Although a lot of red archives have been neglected, for the time being, we cannot give up the protection of these archives' resources.

4. Typical Cases of Red Archives in Yancheng

4.1. *Song Zefu, a Patriot Who Would Rather Die Than Surrender and Stands Upright*

"There is Yan'an in northern Shaanxi and Yancheng in northern Jiangsu". After the Kuomintang reactionaries planned to attack the New Fourth Army in southern Anhui, the New Fourth Army was reorganized in Yancheng. Since then, the New Fourth Army in Yancheng has become an important anti-Japanese base behind the enemy lines in central China, and the "iron army spirit" of the New Fourth Army has also become the most valuable spiritual wealth of the Yanfu people. In Qinnan Town, Yandu District, Yancheng City, there stands a tall statue of Zefu, which embodies the fearless spirit of Mr. Song Zefu who would rather die than surrender. Mr. Song Zefu studied hard since he was young, and he had a great ambition in his youth - to actively resist the Qing government. After the Revolution of 1911, Mr. Song Zefu realized the danger to the country and the nation. He returned to his hometown to open a school, set a precedent for private schools in Yancheng, and cultivated many intellectuals, which provided a huge talent force for saving the nation's dilemma. While setting up education, Mr. Zefu also united people with lofty ideals and common aspirations from all over the country to form the Yancheng Southwest Township Autonomy Association, which led more people to join in the action of saving the nation from subjugation. Not only that, "after the September 18th Incident", Mr. Zefu founded the New Communique and published "Where is the Day?", This is to express our hatred for Chiang Kai Shek's reactionary policy, and at the same time awaken more people's sense of national danger so that we can unite to resist Japan. When facing the threat of the Japanese puppet army, he said: "The head can be killed, not knocked. The knee can be broken, not bent." When the puppet army tried to tempt him with the policy of tenderness that day, he refused sternly and remained unmoved, and wrote down his determination in his notes. Mr. Zefu's indomitable spirit is amazing. When Mr. Zefu was seriously ill, he always kept the Party in mind and never forgot to tell the visitors: "One way, the Communist Party". At the end of his life, he still shouted: "Resist Japan and kill traitors!" Each of these heart shaking words reflects Mr. Zefu's dauntless spirit of preferring death to surrender and being resolute. Song Zefu's patriotism and heroic spirit moved everyone. Even General

Chen Yi, a wise and brave militarist, once praised him as "Lu Xun of Northern Jiangsu" and "a true friend of the Communist Party". [7].

4.2. *Song Naide, the Leader of Defending the Sea and Building Dams for the People*

"From the south to the north, a dragon stopped the salty tide from flooding Fudong. Since then, there has been no domestic disaster. Every time I heard the tide, I thought of Song Gong." This is a folk song that the people of Yanfu are still chanting today, which represents the outstanding achievements of Mr. Song Naide. Mr. Song Naide was born in the West Village, Xiaoshan Village, Chengguan Town, Qinyuan County, Shanxi Province. He joined the Party in 1926 and actively participated in the anti-Japanese war. He insisted on the propaganda of the revolutionary spirit, mainly united the people of all parties, and forcefully suppressed the traitors. In October 1940, Mr. Song Naide, with the courage and tenacity of the New Fourth Army, followed them into the newly established anti-Japanese base area in Yanfu District. As Yanfu District is located in the coastal area, its geographical location is very special, so force majeure natural disasters such as tsunamis will often occur. The previous time, when encountering the tsunami, many officials used the pretext of building seawalls to embezzle money, which led to innocent casualties of many people. Therefore, Song Naide was questioned when he proposed to defend the sea and build embankments at the conference. However, he patiently persuaded everyone at the conference and finally won their approval. With the leadership of Mr. Song Naide and the efforts of the masses of the people, the construction of the entire north and south dikes was completed day and night. This ten-meter high, eighteen meters wide, and ninety-mile-long seawall withstood the more turbulent flood in 1941. It stood firm on the sea and saved people's lives. When someone proposed to build a dam, Song Naide readily agreed. He denounced the former rulers who ignored the people's lives and faced death as if they were going home, as well as the leaders who suffered for their interests, and said that they must do their utmost to build dams to protect the people's lives. Mr. Song Naide's life tells us what it is to carry out the revolution to the end and put the people first. [8].

5. Difficulties in the Development of Red Archives in Yancheng

5.1. *Archives Management Department Pays More Attention to Storage Than Use*

Yancheng, as a heroic city, is rich in red archives resources. The archives management department has long adhered to the principle of "managing archives for the Party, preserving history for the country, and serving the people" [9], but has overemphasized the preservation of archives while ignoring the development and utilization, which has derailed the archives from the people's life and the times. And because of the influence of the feudal centralization system in ancient

China, the general public believed that the official family was the data owner of the archives, and it was difficult for the general public to enjoy the relevant services provided. Moreover, in the eyes of the public, the work function of archivists is simply to manage archives. The labels of archives are "confidential" and "confidential". Due to the stereotype of the archives department, even if the archives are used publicly, there will be a strong official color.

5.2. Poor Awareness of Red Archives Protection

Red archives record a large number of important historical events and heroic deeds from ancient times to the present, bearing the stories that have occurred and been experienced in this region, so its development and utilization may contain a huge potential value. However, with the development of the times and the advancement of urbanization, the government departments of Yancheng have increased rural construction. The traditional construction workers are not aware of the protection of red archives and the importance of red archives resources for the development of a nation and a region. As a result, many construction departments have destroyed the red base and related red cultural heritage when helping rural development, causing great damage to red archives.

5.3. Single Development and Implementation Subject

It is difficult to operate alone. To fully and rationally develop the red archive resources, the archive department cannot rely on its efforts. It needs the cooperation of various departments, such as literary creation teams, publishing and media organizations, and commercial sponsors. However, at present, when the relevant departments of Yancheng archives are developing the red archives of Yancheng, they still rely mainly on the archivists to be responsible for the topic selection, creation, publication, and publicity of the red stories of the archives. Archives' work has a certain degree of confidentiality, and the development of red archives resources has certain difficulties. If you want to better develop Yancheng's red archives resources, it is often not enough to rely solely on the archives department. It is necessary to mobilize and coordinate different departments to work together to promote the development of the archives cause.

5.4. The Promotion Form Is too Conservative

Influenced by traditional concepts, the affinity of Yancheng's archives department to today's society is generally low, the innovation of the archives department is not enough, and the promotion of Yancheng's red archive resources is not enough. With the development of science and technology, and the wide application of the Internet, online exhibition promotion methods are increasingly rich, while most of the Yancheng archive's publicity work is still mainly offline, online publicity is relatively weak, and its influence in today's society is greatly reduced.

6. Strategy of Yancheng Red Archives Development

6.1. Change Traditional Concepts and Pay Attention to Resource Utilization

Yancheng City, as a heroic city with many red resources, the archives should attach importance to the development and utilization of red archive resources, abandon the traditional concept of emphasizing storage overuse, increase the efforts to develop archive information resources, excavate them into a deeper extent, and compile the excavated red archive information resources into an interesting read archive collection. At the same time, when Yancheng Archives is making Yancheng Red Story Archives, they should pay attention to selecting representative and distinctive theme archives stories, so that people can quickly catch the key points of the stories and realize the spread of the archive's stories; The file story should be vivid, interesting, simple and straightforward to make the file story easy to understand so that people can quickly understand the content of the story, which can arouse everyone's interest and ensure the universality of the file story.

On January 8, 2021, the China Archives published the article "The Great Glory of Life and Death - Before and After Liu Hulan's Sacrifice" [10], which demonstrated the indomitable struggle spirit of our people in the face of imperial forces through the story of the event; In June 2022, the staff of Luohe Archives in Henan Province carried out a series of publicity activities on red archives at Longhu School in Yancheng District. The staff told the students many stories about the anti Japanese national heroes who sacrificed their lives to save the country, and led the students to watch the relevant promotional videos and online exhibitions, which made the students more deeply understand the spirit of the anti Japanese heroes and patriotism.

6.2. Enrich Communication Forms with the Help of All Parties

In the era of rapid development of the Internet, the short video official account platform has developed rapidly. Yancheng Archives can use these platforms to publish archive stories on the network in the form of video, graphics, and text. At the same time, the Yancheng Archives can cooperate with television stations, radio stations, newspapers, and other organizations to spread the archive stories through traditional media such as radio stations and newspapers; In addition, the Yancheng Archives can also cooperate with the commercial sponsors of the publishing house to create the surrounding of the archive stories, such as writing the archive stories on folding fans and postcards, which can have both educational significance and communication value, or adopt the forms of archive exhibitions, literary performances, archive events, speech contests, etc; By collecting the communication forms and ways that the people like, we can brainstorm and promote the development of file story communication.

In 2015, Shanghai Jinshan District Archives Bureau hosted

the "Golden Memory" archives WeChat official account, by which a large number of historical facts were collected to describe the unique memory belonging to Jinshan, and deep humanistic feelings were injected into the long-term archival work, bringing readers closer to Jinshan's history and culture [11]; In April 2019, Laixi Archives built the "Dream Building Laixi" exhibition hall. The exhibition hall shows Laixi's red culture, customs and customs through murals and cultural relics, and is divided into six parts to enrich the contents of the exhibition hall. It integrates red culture and publicity and education, builds education classrooms, and promotes red culture, making Laixi Archives a must for red education in the city, attracting tourists from all over the world to visit; In May 2020, on the International Labor Day, the May 4th Youth Day and other important festivals, Laixi Archives successively held exhibitions with the themes of "the most glorious labor", "the most beautiful youth of struggle", and "the story of Laixi in the archives", which attracted people from all walks of life to visit enthusiastically [12]; In 2021, the CPC Yangzhou Municipal Committee Office, Yangzhou Municipal Archives, and Yangzhou Radio and Television Station presented the 100th anniversary of the founding of the CPC in 2021, and launched the annual financial media planning "Glorious Years - The Sound of Red Archives". The archives keep history and engrave the heroic footprints of Yangzhou's red hot land; In 2021, Tianjin Archives, together with Tianjin Communications Radio, launched the live interview column "Open Red Archives, Pursue the Story of the Party", which carried forward the patriotism in the centennial history of the Party.

6.3. Integrate Multiple Main Forces of Red Archives

The realization process of the value of red archives is complex, and it is not enough to rely only on one-sided force. It requires extensive and in-depth cooperation among multiple subjects involved in the realization of archive value, establishing a certain cooperation mechanism, expanding cooperation channels, and then gathering various forces. Therefore, it is necessary to establish the Red Archives Collaborative Research Alliance to strengthen the cooperation with social forces, and promote the multiple subjects to make efforts in all aspects of realizing the value of red archives.

6.3.1. Establish the Red Archives Collaborative Research Alliance

The Red Archives Collaborative Research Alliance can establish links between archives, memorial halls, museums, cultural centers, and other red archives depositories, and promote cooperation and research among multiple depositories. Through the establishment of the alliance, we can integrate the multiple forces of various red archives depositories and promote the red archives to play a greater role in society. Therefore, to give full play to the role of the research alliance, different regions can set up a cooperative research alliance of red archives on a provincial basis, provide a special cooperation channel for multiple red archives depositories, cultivate new momentum, and make multiple efforts to realize the cultural value of red archives.

The research of red archives is multifaceted and covers a wide range. Different red archives safekeeping institutions have different resources, and their staff members have different professional backgrounds. The Red Archives Collaborative Research Alliance can unite the red archive's resources and professionals between different institutions, break the communication barriers between different institutions, provide communication channels for the diversified research on the cultural values of red archives, and focus on the diversified research on red archives, which is conducive to improving research efficiency and enriching research results. In 2019, the Archives of Jiangsu Province joined the strategic cooperation alliance of red cultural resources, cooperated with several red memorial halls in the province to carry out the construction of red cultural resources, and jointly built a unique brand of Jiangsu red culture [13]. Therefore, the cooperative alliance organization can further combine multiple forces to give full play to its organizational synergy. As a cooperative mechanism, the Red Archives Collaborative Research Alliance is conducive to promoting extensive cooperation among multiple depository institutions of red archives, combining the power of multiple depositories, and promoting the realization of the value of red archives.

6.3.2. Strengthen Cooperation with Social Forces

In the practice of red archives work, we should not only establish a cooperation mechanism between red archives depositories, but also actively carry out extensive cooperation between red archives depositories and enterprises, universities, the public and other social forces. Strengthening the extensive cooperation with social forces can give play to their respective advantages and actively enable the realization of the value of red archives.

In contemporary society, the work of red archives cannot be separated from the support of advanced technology. However, due to the limitation of funds and personnel, the scientific and technological research and development capacity of the red archives depository institutions is relatively limited and can not meet the actual needs well. Through the extensive cooperation between the Red Archives and enterprises, especially in scientific and technological research and development, the technical level of the Red Archives can be improved. In 2019, iFLYTEK, a joint laboratory established by the University of Science and Technology and Zhejiang Provincial Archives, jointly developed the "black technology" of file management - the iFLYTEK Archival Machine. This product is a successful example of using AI technology to act on smart files. This product can effectively drive the collection of oral files, and the provision of digital audio and video files in the library [14]. Therefore, the archives, museums, memorial halls, and other red archive-keeping departments actively cooperate with enterprises to improve the relevant technical level of red archive work by establishing joint laboratories, and joint research groups and combining their respective advantages.

In the process of carrying out the work of red archives, especially in the process of sorting, developing, and

researching red archives, the red archives depository institutions need to spend a lot of time and energy to collect and sort out the relevant information of red archives. Colleges and universities will also carry out a large number of research projects, including history, political science and many other disciplines will also use a large number of red files. The Red Archives can establish cooperation with universities to carry out research work in combination with relevant research topics. It is not only conducive to the smooth development of university projects, but also can effectively give play to the professionalism of the Red Archives Custodian in terms of talents and technology, to improve the quality and efficiency of red archives sorting, development and research, and improve the level of red archives work.

6.4. Innovate the Application of Emerging Technologies and Promote the Promotion of Achievements

The level of information technology determines the development process and degree of archive information resources. Advanced information technology can not only improve the efficiency of archive information resource development but also reduce the development cost to a certain extent. The arrival of the "big data" era, while changing people's minds, has also produced a large number of emerging technologies. Although this new information technology has been embodied before the "big data" era, they have more perfect and substantial development in this new era, which undoubtedly brings new opportunities to the development of archival information resources.

6.4.1. Cloud Computing Technology

With the rapid development of Internet technology, digitalization and networking of archives have become a major topics in the industry. Although technology is constantly changing, it is still a bit difficult to face the accumulated, huge and complex archives. And how to find the files that need to be developed efficiently and accurately in the vast archives is a big problem.

The emergence of "cloud computing" can well solve this problem. In the "Cloud Computing Archive Information Resource Development Platform", archivists connect with the databases of various archive departments through application software to form a link consolidation mode, collect useful and reliable archive information on the network, and establish a unified archive information processing platform on the cloud, so that the cloud can receive various archive information resources and become a unified entrance to archive information development, thus alleviating the inconvenience caused by information dispersion. All information on the information processing platform is classified. File information of the same category is stored in the same resource pool, and file information of different categories is stored in different resource pools, which solves the problem of multiple file types. Analyze and develop archive information resources in different resource databases, publish the developed archive information to the cloud, facilitate communication with other archive departments, avoid repeated development of archive

information resources, improve the efficiency of archive development, and save development costs. Therefore, the application of cloud computing technology to the development of archive information resources alleviates the problems of archive information storage caused by the dramatic increase of information and the inconvenience of development caused by the dispersion of archive information.

At present, Shanghai Pudong New Area Archives has built a "cloud server" to serve the development and utilization of archive information resources, but more is about the theoretical research and discussion on how to use "cloud computing" technology to build "archive cloud". For example, Niu Li and Han Xiaoting mentioned in the Research on Archive Information Resource Integration and Service Mode in Cloud Computing Environment that they should use cloud computing technology to build a "cloud service platform" including supporting cloud, business cloud, and public cloud, and build a cloud service mode [15].

6.4.2. Big Data Technology

If "cloud computing" technology alleviates the problems of information increase, information diversity, and information dispersion in the development of archive information resources, then "big data" technology solves the problem of user information demand changes in the development of archive information resources. With the progress of society, the requirements of the public are getting higher and higher. People in the past just wanted to meet their own needs, while people now want to meet their needs quickly and efficiently.

One of the characteristics of big data technology is to discover the relationship between data, which has powerful data analysis and prediction functions. The archives department can use big data technology to determine the needs of archive users, and then determine the type of problems to be solved. Evaluate existing archive resources, such as existing historical data, to determine whether the needs of archive users can be solved through data mining technology, further determine the goals of data mining, and formulate data mining plans [16]. For example, for a single file user, you can collect the user's browsing information and query records on the web page, make statistics on the collected data, find the correlation between the data, analyze the user's query requirements, and develop the file according to the utilization requirements. For a region, you can make statistics on the query content of people in a certain period in the region, analyze the information demand direction of file users in that period, predict the general demand direction of the next period, and select valuable and meaningful topics for development, which not only saves time but also provides convenience for file users.

In June 2020, the public access platform of the digital archives of Shanghai Municipal Archives can realize online access to the case-level directory of more than 930000 open archives in the collection and can apply for the scheduled transfer of some original archives. At the same time, you can also browse more than 23000 archives and digital full texts of some historical data compilation research achievements. Of course, the development of archival information resources is mainly based on archival

departments and national policies. Although the personal information needs of file users should be considered, the order cannot be reversed. Otherwise, the efficiency will not be improved but will increase the burden on archivists. Whether it is cloud computing technology or big data technology, the transformation of archive information development technology in the digital era has brought great convenience to the development of archives. In the development process, based on the development according to the specified development theme, new themes with high query rates should be properly developed by using new technologies to promote the "personalization" of the development of archive information resources and facilitate the use of archive information.

7. Conclusion

Red archives are the true records of the development of the Chinese nation. The development and utilization of red archives resources are conducive to carrying forward and inheriting the spirit of patriotism. The development of red archives in Yancheng needs to change traditional concepts and focus on resource utilization; Enrich the forms of communication with the help of all parties; Integrate multiple main forces of red archives; Innovate the application of emerging technologies and promote the promotion of achievements. By optimizing the development mode, we will build a red archive culture boutique, build a red archive resource system, and give play to the important role of red archive resources in inheriting revolutionary genes and continuing red blood.

Fund

This research is the research result of the provincial general project of the college students' innovation project, and the research on the transmission path of archive stories based on the concept of resource activation -- Take Yancheng red archive resources as an example, 202210324059Y.

Research results of provincial general projects of college students' innovation projects, research on the transmission path of archives stories based on the concept of resource activation -- Taking Yancheng red archives resources as an example, 202210324059Y.

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