

New Patterns of Historical Nihilism Communication in the Digital and Intelligent Era and Approaches to Counter It

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Abstract: Against the backdrop of deep integration of digitalization and intelligent technologies, the landscape of information communication has undergone profound changes, providing new soil for the emergence and spread of historical nihilism. Its communication sphere has expanded into diverse spaces such as self-media, social platforms, and algorithm-driven recommendations. On this basis, new patterns have emerged, including fragmented editing and traffic-driven guidance, virtual context rendering and interactive inducement, as well as narrative storytelling and entertainment-oriented packaging. These patterns seriously threaten historical authenticity and ideological security. Therefore, it is necessary to take proactive measures: guiding public opinion to seize discursive leadership, building precise barriers through technological countermeasures, and consolidating the theoretical foundation to reinforce ideological defenses. These efforts aim to effectively resist the erosion of historical nihilism and provide a solid ideological guarantee for the great rejuvenation of the Chinese nation.

Keywords: Digital and Intelligent Era; Historical Nihilism; Ideology; Communication Patterns

1. Introduction

In response to changes in the international and domestic landscape, evolving governance conditions, the rise of various erroneous social trends, and the infiltration of capitalist ideology, the central leadership has attached great importance to the construction of ideological work. Historical nihilism, using digital and intelligent technologies to reinvent itself, has managed to deceive public opinion to a certain extent. Therefore, it is necessary to thoroughly investigate the communication fields and patterns of historical nihilism in the digital and

intelligent era, and based on this, propose corresponding countermeasures to resist the negative impacts of this erroneous trend during its dissemination on the internet.

2. Communication Fields of Historical Nihilism in the Digital and Intelligent Era

In the digital and intelligent era, digital technologies such as computers, the internet, and mobile communications are developing rapidly. Information dissemination is characterized by immediacy, diversification of content producers, and diversity of forms, which also leads to an increasingly complex ecological environment for information communication. New communication fields such as self-media, online social platforms, and algorithmic recommendations provide opportunities for the spread of historical nihilism.

2.1 Self-Media

Self-media, with its advantages of rapid dissemination, quick feedback, simple operation, and diverse content, has become a mainstay in the field of online information communication.^[1] This ecosystem presents an unprecedented diversity of views, but it also creates favorable conditions for the spread of historical nihilism. In the traditional media environment, the release of information required processes such as in-depth investigation and repeated proofreading. However, self-media platforms do not require cumbersome multi-layer editing and review processes. When users create accounts, they often obtain permission to post information without passing strict qualification checks. This facilitates those who hold historical nihilist views, allowing them to freely create accounts on various self-media platforms and easily spread false viewpoints online. Moreover, this ecosystem is increasingly showing signs of being out of control, with uneven information quality becoming one of the most prominent problems. Without going through complicated steps, publishers can

quickly upload all kinds of unverified, subjective information-including a large amount of historical nihilist content-to the internet, continuously carrying out ideological infiltration.

2.2 Social Platforms

Online platforms, characterized by diversity, interactivity, speed, and virtuality, play a certain role in the spread of historical nihilism. On the one hand, social platforms represented by Weibo, WeChat, Douyin (TikTok), etc., have hundreds of millions of registered users. This allows a single piece of information to receive a large number of likes, comments, and reposts within a short time, breaking through spatial barriers and appearing on users' electronic devices. This efficient dissemination model, which should have served knowledge sharing, cultural exchange, and social interaction, has been exploited by historical nihilists. They use the "tailwind" of social platforms to fabricate various statements that distort history, spreading erroneous ideas at a fission-like speed. On the other hand, the existence of "opinion leaders" poses significant challenges to guiding online public opinion and value orientation. "Individuals who are brought together in a crowd lose all their willpower and instinctively turn to someone who possesses qualities they lack."^[2] Driven by traffic and profit, some well-known bloggers and internet influencers are keen to publish misleading and false statements to attract attention and increase readership, inadvertently becoming part of the transmission chain for historical nihilist information. The spread of such statements in cyberspace not only seriously disrupts internet order but also leads users lacking information literacy to blindly follow suit in their ignorance, further exacerbating the spread of erroneous trends and the deterioration of the unhealthy public opinion ecology.

2.3 Algorithmic Recommendations

Intelligent algorithm technology has changed the way information is produced and disseminated, and has also profoundly affected the paths and effects of information diffusion. "The ultimate goal of the precise dissemination of historical nihilism is to solidify the audience's historical nihilist views, making them tend towards conscious identification, and making the audience become supporters of historical nihilism in thought and action."^[3] Historical

nihilists have recognized the significant advantages of intelligent algorithm technology in precise dissemination and have put it to use. First, algorithmic recommendations rely heavily on data correlation and user profiling technology. By extensively collecting user behavior data such as browsing, clicking, and bookmarking, they deeply analyze and extract personal characteristics such as interest tendencies and consumption habits, convert them into various tags, and generate virtual model-based user profiles. Producers of historical nihilist content use this to analyze various user behavior data online-such as browsing preferences for historical and cultural content, tendencies to discuss historical topics on social platforms, and frequency of searching historical keywords-to construct precise portraits of target audiences. Second, the audience-centered algorithm mechanism delivers homogeneous information based on user interest tendencies outlined by big data, leading individuals to be enclosed in "bubble-like" spaces created by a single value bias, thus forming an "information cocoon" effect.^[4] This not only results in the mass production of historical nihilist content, allowing erroneous historical views to spread and proliferate freely within relatively closed information spaces, but also has serious negative impacts and potential hazards on the formation of the audience's historical cognition system.

3. Communication Patterns of Historical Nihilism in the Digital and Intelligent Era

With the continuous development of media technologies, historical nihilism has undergone a series of new transformations, manifesting in new communication patterns such as short-video platforms and fragmented dissemination, virtual reality and constructed scenarios, as well as narrative storytelling and entertainment-oriented packaging.

3.1 Fragmented Editing and Traffic-Driven Production Leading to the Distortion of Historical Events Through Quoting Out of Context

By leveraging short-video platforms and fragmented dissemination, historical nihilism fabricates "fast-food" history taken out of context, severely misleading the public's view of history.

First, fragmented editing leads to erroneous historical perceptions. The limited duration of

short-video platforms enables efficient communication but also creates a tendency toward fragmented content presentation, with the "golden three seconds" phenomenon being particularly prominent. For example, on the Douyin short-video platform, a user's single viewing session lasts only a few seconds to a few tens of seconds. To increase video viewership, boost likes and shares, and expand the reach of their videos, creators place great emphasis on the content presented within the first three seconds. Historical nihilists fully exploit this by presenting highly controversial historical fragments or statements within the "golden three seconds." Through careful editing, adding suggestive subtitles or voiceovers, and other means, they package these fragmented pieces of content into seemingly independent and authoritative historical narratives, thereby forcibly instilling one-sided and erroneous historical perceptions into the audience. This leads the audience to understand entire historical events or figures based only on these pieces of fragmented information-like blind men feeling an elephant-resulting in a severely biased view of history. To increase video viewership, boost likes and shares, and expand the reach of their videos, creators place great emphasis on the content presented within the first three seconds. Historical nihilists fully exploit this by presenting highly controversial historical fragments or statements within the "golden three seconds." Through careful editing, adding suggestive subtitles or voiceovers, and other means, they package these fragmented pieces of content into seemingly independent and authoritative historical narratives, thereby forcibly instilling one-sided and erroneous historical perceptions into the audience. This leads the audience to understand entire historical events or figures based only on these pieces of fragmented information-like blind men feeling an elephant-resulting in a severely biased view of history. For example, in the editing of some domestic animated films (such as *Jiang Ziya*), the orthodox history and mythology are deconstructed in a fragmented manner, authority is denied, and values are distorted. By extracting fragmentary plots from traditional myths and historical narratives, it completely negates orthodox values, collective justice, and historical order, while only magnifying individual resistance and questioning of authority. This easily leads the audience to form the nihilistic

perception that traditional history and beliefs are hypocritical and that history is meaningless. Second, the logic of traffic exacerbates the audience's erroneous understanding of history. Traffic is the goal pursued competitively by creators and disseminators on short-video platforms. Some creators, aiming to attract viewers, produce and promote so-called "unorthodox history" videos. These videos may inappropriately depict historical events through mockery, adaptation, or other means, interfering with the audience's correct understanding of history. Once users are exposed to such videos and develop a preference for them, algorithms can sensitively capture this information and continuously push more similar "fast-food" history short videos taken out of context, constantly reinforcing the users' erroneous beliefs and making them deeply convinced. At the same time, driven by the pursuit of traffic profits, the convenient sharing function of short videos is fully exploited by creators and some users unaware of the truth, greatly facilitating the rapid spread of these erroneous messages within users' social networks, creating a viral, fission-like dissemination effect.

3.2 Virtual Contexts and Interactive Inducement Leading to the Confused Treatment of History

Technologies such as virtual reality (VR), augmented reality (AR), artificial intelligence (AI), and big data are intertwined and collectively shape the field of information communication. In this new visual field, historical nihilism breaks free from the constraints of abstract text and confuses historical events through highly impactful, concrete forms.

First, virtual contexts interfere with the audience's accurate perception of history. Digital and intelligent technologies can construct highly immersive virtual contexts. Historical nihilists use these to create seemingly realistic historical scenes, making the audience feel as if they are experiencing the distorted historical events firsthand, thus unconsciously accepting erroneous historical information and concepts. For example, some historical nihilists use AI to synthesize videos of historical figures making statements that contradict historical facts. If such videos spread widely, they could mislead netizens with poor discernment, causing them to mistakenly believe the video content is real,

thereby greatly interfering with the audience's accurate understanding of the true thoughts of historical figures and the actual course of historical events.

Second, interactive inducement deepens the audience's identification with erroneous historical views. Interactive multimedia platforms break the one-way nature of traditional communication, giving users a greater sense of participation and autonomy. Some historical or cultural-themed interactive games, by setting up levels or tasks imbued with historical nihilist tendencies, guide users to operate and think according to erroneous historical logic during participation, gradually deepening their identification with false historical views. For instance, the online game *Jiangnan Bai Jing Tu* (A Hundred Scenes of Jiangnan) disregarded historical facts by depicting Yue Fei as a "leisurer" of common rarity and low ability, while portraying treacherous officials such as Qin Hui and Wei Zhongxian as "Tian"-ranked characters of high rarity and strong ability, thereby belittling and smearing historical heroes.^[4] Through the above technological means, historical nihilism is able to erode the audience's view of history from multiple dimensions in a more concealed and penetrating manner, seriously endangering the inheritance and development of historical culture.

3.3 Storytelling Narration and Entertainment-Oriented Packaging Distorting Historical Truth

Forms such as online novels, self-media articles, and short videos provide rich and diverse vehicles for the spread of historical nihilism. Historical nihilists, wielding the two "sharp tools" of storytelling narration and entertainment-oriented packaging, meticulously concoct historical "illusions" that deceive the public, severely distorting the true face of history.

First, storytelling narration conceals true historical information. Historical nihilism employs storytelling techniques, concealing false historical information through plot construction, character shaping, and other means, creating sensational headlines such as "Shock! A Huge Unknown Conspiracy Hidden Behind This Historical Event!" or "Revelation: The Overly Glorified So-and-So in History Is Actually Such a Person!" Such stories often operate under the banners of "rethinking history" and "restoring

the truth," maliciously tampering with and distorting history. This not only interferes with the audience's correct understanding of individual historical events or figures, but also disrupts the nation's ideological foundation and social stability, hindering the progress of the great rejuvenation of the Chinese nation.

Second, entertainment-oriented packaging weakens the profound values embodied in historical events and figures. Postman noted: "All public discourse increasingly takes the form of entertainment, becoming a cultural spirit. Our politics,, news,sports, education, and commerce have willingly become appendages to entertainment."^[5] Historical nihilists often adapt serious historical events into humorous or absurd plots, making the audience pay more attention to entertainment elements than to historical truth when receiving information. This form of packaging often leads the audience to form erroneous historical perceptions, weakening the profound value contained in historical events and figures. For example, the TV drama *Thunderbolt Warriors* deliberately exaggerated and glorified individualism, severely downplayed the real strength of the enemy, and even added exaggerated and bizarre romantic plot elements, wantonly adapting the War of Resistance Against Japan into a farce devoid of historical weight. Although to some extent it catered to the entertainment preferences of some viewers, it inevitably and severely weakened and damaged the authenticity and seriousness of history.

4. Approaches to Countering the Spread of Historical Nihilism in the Digital and Intelligent Era

Facing the various harms caused by the spread of historical nihilism amid the wave of digitalization, countermeasures should be taken from three dimensions: guiding public opinion, technological countermeasures, and consolidating the theoretical foundation.

3.1 Guiding Public Opinion: Countering the Spread of Historical Nihilism with Mainstream Values

Ideology concerns the flag, the path, and national security. It is crucial to resolutely and effectively combat historical nihilism and firmly grasp the discourse power of mainstream ideology. Especially in response to the fragmented and traffic-driven characteristics of

historical nihilism on self-media platforms, it is necessary to construct systematic and effective coping strategies to foster a healthy online information ecosystem for historical content.

Firstly, it is essential to strengthen the authoritative interpretation by mainstream media. Historical nihilism spreads via diverse self-media platforms like Weibo and short videos, employing covert and fragmented methods^[7]. Under such circumstances, the public is enveloped in a network ecosystem of misleading information. Mainstream media shoulders the important mission of disseminating truth, guiding public opinion, and uniting the people. It should actively demonstrate its timeliness, promptly capturing new trends and statements of historical nihilism and quickly mobilizing resources to respond, thereby reducing the time gap for the breeding and spread of erroneous viewpoints. At the same time, mainstream media must adhere to a fair stance, speaking impartially based on historical facts and evidence. Whether dealing with major historical events or figures, it should report and analyze with rigorous, objective, and fair attitudes, allowing the public to see that mainstream media takes responsibility towards history and the people. In this way, mainstream media can use professional, authoritative, and timely voices to cut through the fog of fragmented information from historical nihilism, guide the public to establish correct historical understanding, and effectively resist the negative impact of the fragmented and traffic-driven dissemination of historical nihilism.

Secondly, cultivating the voices of online opinion leaders is necessary. In the current environment where traffic often dictates the direction of information flow, the recommendation or endorsement by opinion leaders can enhance the credibility of information. ^[7]It is important to identify and cultivate a group of online opinion leaders, including well-known scholars, cultural celebrities, and positive energy bloggers, who possess both historical knowledge and a strong sense of social responsibility. They should be encouraged to actively disseminate works and information resources rich in positive energy and aligned with socialist core values. Simultaneously, attention should be paid to innovating and optimizing communication methods. They should convey a correct view of history to the broad netizen community in a

more accessible and engaging manner, guiding their fan groups to view historical issues rationally, thereby weakening the dissemination effects of historical nihilist discourse.

4.2 Technical Prevention and Control: Building a Robust Defense Network with Diverse Technical Means

Historical nihilism exploits the technological tailwind of the digital intelligence era to wantonly disseminate its erroneous views. It should be forcefully countered with advanced technological means to curb the spread of its harms, such as virtual scenario simulation and interactive inducement, thereby safeguarding historical truth and the correctness of values.

First, intelligent auditing tools for historical content should be developed. Leveraging AI's capabilities for intelligent identification and filtering, along with big data's functions in information collection, analysis, and summarization, to learn from and analyze massive historical data. This enables the precise identification of historical nihilist elements in VR scenarios and AI-generated content, allowing for timely and efficient execution of content pre-screening and sensitive word filtering tasks. This effectively severs the online connection between social media and historical nihilist thought, establishing a comprehensive intelligent protection mechanism. Concurrently, content review efforts should be intensified. Relevant platforms and creators should be required to use such auditing tools for self-inspection and correction of their works. Content that fails the review should not be published, thereby blocking the spread of historical nihilism at the source.

Second, promoting the innovative application of technology in history education is crucial. By creating VR educational experience projects and interactive multimedia history courses based on authentic history, the real scenes of history can be recreated through rigorous historical research and technology, allowing users to appreciate the charm and profundity of real history through virtual interaction. At the same time, the application of digital intelligence technologies like VR and AI in school history education and social historical and cultural education should be continuously strengthened. For example, using AI technology to create intelligent dialogue systems with historical figures allows students to immerse themselves in authentic historical

scenes and event development processes, guiding them to deeply understand the thoughts of historical figures and the historical context. This makes technology a powerful tool for disseminating historical truth and promoting historical culture.

4.3 Consolidating Theoretical Foundations: Using Ideological Foundations to Resist the Erosion of Historical Nihilism

Historical nihilism often employs narrative storytelling and entertainment packaging, hiding erroneous views within to erode the public's historical understanding and shake the ideological foundations of the country's stable development. Therefore, the ideological foundation must be solidified theoretically.

Firstly, strengthening the study of Marxist theory is imperative. Historical nihilism is, in essence, a political trend of thought belonging to the idealist view of history. In this regard, "Only by truly understanding Marxism can we continuously make discoveries and innovations in revealing the laws governing state governance and long-term governance, socialist construction, and human societal development, and better identify various idealist viewpoints and resist various fallacies of historical nihilism."^[8]The guiding position of Marxism in the ideological domain must be consistently upheld. Continuous and in-depth study of Marxist classical works is necessary. Starting from the perspective of the Marxist materialist conception of history, we must clearly recognize how historical nihilism distorts historical facts and violates historical laws. This enhances public identification with contemporary Chinese Marxism, fortifies the ideological line of defense against historical nihilism, and safeguards national ideological security.

Secondly, cultural confidence must be steadfast. A primary manifestation of historical nihilism is negating traditional Chinese culture, dissolving historical and cultural identity, and weakening the self-confidence of the Chinese nation. History and reality have repeatedly proven that "Cultural confidence forms a more fundamental, broader, and deeper source of confidence. It is the most fundamental, profound, and enduring force in the development of a country and a nation. Without a high degree of cultural confidence and the prosperity of culture, there can be no great rejuvenation of the Chinese nation." Only by steadfastly maintaining cultural

confidence and preserving the independence of the national spirit can we resist the incursion of historical nihilist thought. First, it is essential to persist in deeply exploring the profound connotations of China's excellent traditional culture, using the long historical heritage and cultural lineage to safeguard the spiritual and cultural foundation of the Chinese nation. Second, education in revolutionary culture must be strengthened, and the "red gene" must be passed on. This includes promoting spirits like the Red Boat Spirit, the Jinggangshan Spirit, and the Long March Spirit. Their historical details should be excavated, and the inevitability of the formation and development of China's revolutionary path and revolutionary spirit should be elucidated. This serves to criticize the erroneous viewpoints within historical nihilism that belittle and negate the Chinese revolution, slander and distort revolutionary leaders and revolutionary heroes, and negate or weaken revolutionary ideals. Third, socialist advanced culture should guide social thought. Ideological guidance and theoretical analysis should be strengthened. Through publicity, education, and public opinion guidance, we should reinforce the "Four Consciousnesses," strengthen the "Four Confidences," and uphold the "Two Upholds." This enables the public to recognize the true nature of historical nihilism and jointly resist its dissemination and influence.

5. Conclusion

On the new journey of building a modern socialist country in all respects, resisting historical nihilism is not only an urgent practical task but also a long-term strategic project. It requires coordinated efforts from academia, the media, the education sector, and technology platforms to continuously enhance the public's historical literacy and critical discernment, allowing historical truth to shine with a more solid and bright light in the digital and intelligent era, thereby providing stable ideological support for the great rejuvenation of the Chinese nation.

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