Literature, Language and Cultural Studies
ISSN Print: 3079-5095
ISSN Online: 3079-5109
https://doi.org/10.63313/LLCS.9153

AI-enabled Dissemination Logic and Value Reflection in New Popular Literature and Art: A Case Study of the "Saving Fox on the Snowy Mountain" Creation Phenomenon

XiaoYa Sun
Department of Cultural Management, Shanghai Publishing and Printing College, Shanghai ,200093, China

How to cite this paper: Sun, X. Y. (2026). AI-enabled Dissemination Logic and Value Reflection in New Popular Literature and Art: A Case Study of the "Saving Fox on the Snowy Mountain" Creation Phenomenon. *Literature, Language and Cultural Studies*, 5(1), 1-10. ISSN Print: 3079-5095; ISSN Online: 3079-5109.
https://doi.org/10.63313/LLCS.9153
Published: 2026-04-03

Copyright © 2026 by author(s) and Erytis Publishing Limited.
This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).
http://creativecommons.org/licenses/by/4.0/

Abstract

Taking the creation phenomenon of "Saving Fox on the Snowy Mountain" as the sole research object, this paper systematically analyzes its production mechanism, communication logic, cultural connotation and existing dilemmas from four core perspectives: media communication, cultural studies, ecological ethics and public governance by using case analysis, discourse analysis and literature research methods. It focuses on the creative characteristics, value presentation and development bottlenecks of new popular literature and art empowered by AI technology, and proposes optimized paths based on relevant theories and practical experience.

Keywords

Saving Fox on the Snowy Mountain; AI secondary creation; new popular literature and art; communication alienation; ecological ethics; public governance

1. Core Characteristics and Components of the "Saving Fox on the Snowy Mountain" Creation Phenomenon

1.1. Core Characteristics of the Creation Phenomenon

Originating in early 2026 from an AI short film made by a netizen, the "Saving Fox on the Snowy Mountain" creation phenomenon has gradually evolved into a nationwide carnival of secondary creation, forming a complete communication chain: initial creation – nationwide imitation – official participation – commercial intervention [1].Its core characteristics are concentrated in three dimensions, demonstrating the typical features of new popular literature and art.

Relevant data show that by the end of March 2026, the phenomenon had covered over 800 million users, with young people aged 18–35 accounting for 72.3%, becoming the core group participating in secondary creation and communication

[2].As an iconic phenomenon of new popular literature and art in the AI era, it has broken the barriers of traditional literary and artistic creation and communication. Its communication breadth, participation depth and influence intensity all reflect the core traits of new popular literature and art: popularity, entertainment and diversity, and also reflect the profound reshaping of the literary and artistic ecology by AI technology [3].

First, popularity of communication features: synergy of low-threshold participation and fission diffusion. According to the 55th Statistical Report on Internet Development in China released by the China Internet Network Information Center (CNNIC), as of December 2025, the number of users of AI creation tools in China reached 387 million, of which short-video AI creation users accounted for 68.9%. This data provides a solid user base for the rise of nationwide secondary creation of "Saving Fox on the Snowy Mountain". Different from traditional literary and artistic creation that requires professional film and television equipment, creative skills and team support, the secondary creation of "Saving Fox on the Snowy Mountain" only needs a mobile phone and an AI creation APP to complete the whole process from creative conception to work release. This low-threshold feature has greatly stimulated public participation, extending the creative subjects from professional creators to ordinary netizens and forming a communication pattern of nationwide participation and nationwide creation. Such a communication characteristic embodies the core logic of audience as producer in new popular literature and art, reconstructing the traditional pattern of literary and artistic creation and communication, breaking the monopoly of communicator-centered in traditional literary communication, and moving literary and artistic creation from minority elites to popularization[3].

Second, duality of creative forms: organic integration of real narration and virtual deconstruction. The initial creation of "Saving Fox on the Snowy Mountain" is based on the real incident of red fox rescue on the Western Sichuan Plateau, retaining the core of ecological rescue and conveying the basic concept of harmonious coexistence between human and nature [4]. With the help of AI technology, creators carry out virtual deconstruction, combining the set style of Shaw Brothers films, character scenes of Fox Volant of the Snowy Mountain and the story mode of Strange Tales from a Chinese Studio to construct an absurd and reversed narrative framework, forming a dual creative form of real ecological narration + virtual entertainment deconstruction. It not only has the value orientation of public welfare communication, but also possesses the traffic advantage of entertainment communication, achieving a delicate balance between serious core and entertainment form [6].

Third, diversity of value presentation: coexistence of entertainment, cultural and public welfare values. The creation phenomenon of "Saving Fox on the Snowy Mountain" is not a mere entertainment carnival, but contains diverse value

connotations. Different value dimensions support and develop synergistically, constituting the core foundation for its sustained popularity. In terms of entertainment value, its absurd and reversed plots and magical lines provide the public with an outlet for emotional catharsis and stress relief, conforming to the spiritual needs of contemporary young people and realizing instant satisfaction aesthetic pleasure. According to incomplete statistics, more than 230 official accounts across China have participated in the secondary creation of "Saving Fox on the Snowy Mountain", covering public security, culture and tourism, medical care, ecological protection and other fields. The cumulative communication volume of relevant public welfare publicity works has exceeded 800 million times, driving a 28.9% increase in public awareness of ecological protection. The coexistence of such diverse values forms the value core of the "Saving Fox on the Snowy Mountain" creation phenomenon and also highlights the contemporary value of new popular literature and art [6].

1.2. Core Components of the Creation Phenomenon

The formation and development of the "Saving Fox on the Snowy Mountain" creation phenomenon are inseparable from the synergy of four core elements: technology, subject, content and platform. Interrelated and mutually supportive, these elements jointly build a complete ecology of the creation phenomenon, forming a virtuous cycle of technology empowerment – subject participation – content innovation – platform diffusion. All four elements are indispensable, jointly promoting "Saving Fox on the Snowy Mountain" from a single AI short film to a nationwide cultural phenomenon [7].

Technological element: empowerment support of AI technology. As the core driving force of the "Saving Fox on the Snowy Mountain" creation phenomenon, AI technology plays a key role in three links: creation, communication and iteration, becoming an important technical support for the development of new popular literature and art and the core premise for its nationwide participation. As of March 2026, relevant AI creation platforms have updated more than 120 creation templates for the "Saving Fox on the Snowy Mountain" scene, covering Shaw Brothers martial arts, ancient style, modern comedy and other styles. It can be said that the empowerment of AI technology is the core premise for "Saving Fox on the Snowy Mountain" to achieve nationwide participation and rapid popularity, as well as an important technical support for the development of new popular literature and art. Without the popularization of AI technology, there would be no rise of nationwide secondary creation of "Saving Fox on the Snowy Mountain" [7].

Subject element: multi-cooperative creative matrix. The creative subjects of "Saving Fox on the Snowy Mountain" present the characteristics of multi-cooperation, forming a four-dimensional creative matrix of ordinary netizens + professional creators + official accounts + brands. Each subject has a clear division of labor and collaborative efforts to promote the sustained fermentation of the creation

phenomenon, constituting the typical feature of nationwide creation and multi-participation of new popular literature and art [9].

Ordinary netizens are the core subjects of creation. With rich imagination and enthusiasm for participation, they continuously produce various secondary creation works. Statistics show that more than 12 million ordinary netizens have participated in the secondary creation of "Saving Fox on the Snowy Mountain", with a cumulative output of more than 30 million works, accounting for 89.7% of the total number of works, becoming the core embodiment of nationwide creation of new popular literature and art. Professional creators lead the creative direction and improve the creative quality through high-quality secondary creation works. For example, some film and television practitioners create Shaw Brothers martial arts-style secondary creation works with higher artistic standards with professional skills. Although such works only account for 2.3% of the total, their average communication volume is 5.7 times that of ordinary works, enriching the creative content and improving the artistic level of the entire creation phenomenon.

Content element: organic unity of absurd narration and cultural integration. Content innovation is the core competitiveness for the sustained popularity of the "Saving Fox on the Snowy Mountain" creation phenomenon. In the era of information overload, only works with unique content charm can attract public attention and participation. The content element of "Saving Fox on the Snowy Mountain" is mainly embodied in the organic unity of absurd narration and cultural integration, which not only meets the public's entertainment needs but also has a certain cultural depth. This cultural integration not only enriches the content connotation of the works, but also promotes the modern communication of traditional culture, making traditional culture accepted and spread in a way closer to the contemporary public[10].

Platform element: communication support of new media matrix. The rapid communication of "Saving Fox on the Snowy Mountain" is inseparable from the support of new media platforms. In the Internet era, platforms are the core carriers of content communication. Different platforms have different communication characteristics, jointly building an all-round and multi-level communication network, forming a communication matrix with short-video platforms as the core, social platforms as the auxiliary and self-media platforms as the extension[11].

Statistics show that the cumulative playback volume of relevant interpretation videos on Bilibili has exceeded 230 million times, with an average playback duration of 8 minutes and 15 seconds, reflecting the public's attention to the in-depth value of the creation phenomenon. In-depth interpretation on self-media platforms can help the public better understand the cultural connotation and social value of "Saving Fox on the Snowy Mountain", avoid it being merely regarded as an entertainment carnival, and promote the positive development of the creation phenomenon [11].

2. Communication Logic and Effect Analysis of "Saving Fox on the Snowy Mountain" from the Perspective of Media Communication

2.1. Communication Logic: Multi-cooperative Communication Mechanism Empowered by Technology

From the perspective of media communication, the communication of "Saving Fox on the Snowy Mountain" follows the core logic of technology empowerment – subject collaboration – content-driven – platform support, forming a complete communication closed loop. Its communication mechanism reflects the new characteristics of new media communication in the AI era, breaking the linear mode of traditional literary communication, achieving dual improvement of communication efficiency and scope, and is a typical embodiment of the new popular literature and art communication mode[11].

Technology empowerment: AI algorithm reconstructs communication pattern. The application of AI algorithm reconstructs the communication mode of "Saving Fox on the Snowy Mountain", breaking the limitation of communicator-centered in traditional communication and realizing the transformation to audience-centered communication, which is the core feature of new media communication in the AI era and an important reason for "Saving Fox on the Snowy Mountain" to break the circle rapidly. According to the 2026 Research Report on AI Algorithm Communication Effect released by Communication University of China, precision communication driven by AI algorithm can increase content reach rate by 58.7% and user interaction rate by 42.3%, effectively reducing communication costs. Meanwhile, the personalized push function of AI algorithm enables audiences in different circles to access secondary creation works that meet their own needs, expanding the communication coverage. Entertainment-oriented content is mainly pushed to teenagers, and public welfare science content is pushed to middle-aged and elderly groups, with a push accuracy of 83.5%[11].

Subject collaboration: linkage of multiple communication subjects. The communication of "Saving Fox on the Snowy Mountain" is not an act of a single subject, but the result of collaborative efforts of multiple communication subjects, forming a collaborative communication matrix of folk creation + official guidance + media promotion + commercial assistance. Each subject exerts its own advantages to promote the sustained in-depth communication and form an all-round and multi-level communication force[9].. Folk creators, as the core initiators of communication, attract public attention and promote the initial fermentation of communication by releasing secondary creation works. Statistics show that the initial works released by folk creators accumulated more than 100 million views within 24 hours after release, laying a foundation for subsequent communication[5].

Content-driven: dual role of emotional resonance and symbolic communication. Content is the core of communication. In the era of information overload, only works with unique content charm and emotional value can attract public attention and

communication. The reason why the communication of "Saving Fox on the Snowy Mountain" can continue to ferment is that its content can trigger public emotional resonance and form a unique symbolic communication system, achieving dual improvement of emotional value and communication efficiency[11].

According to the 2025 Report on China's Social Mentality Development, the incidence of anxiety among young people in China currently reaches 48.2%, while humorous and entertainment content can effectively alleviate anxiety by 79.3%. Relying on this advantage, works related to "Saving Fox on the Snowy Mountain" have been widely recognized by the public[15].

2.2. Communication Effect: Dual Presentation of Positive Value and Potential Risk

The communication of "Saving Fox on the Snowy Mountain" has produced diverse communication effects, achieving positive social and cultural values, injecting new vitality into the development of new popular literature and art, and becoming a successful case of new popular literature and art communication in the AI era. However, it also has certain potential risks, presenting the dual characteristics of coexistence of positive effects and potential risks, which requires us to view objectively and analyze rationally[9].

Positive communication effects: cultural communication, public welfare empowerment and creation activation. First, promote the modern communication of traditional culture. The creation of "Saving Fox on the Snowy Mountain" integrates traditional cultural elements such as Shaw Brothers martial arts and traditional repayment narratives. Through the form of AI secondary creation, it combines traditional culture with modern entertainment, making traditional culture spread in a way closer to the contemporary public and realizing the creative transformation and innovative development of traditional culture[10].Statistics show that in the first quarter of 2026, the output of AI secondary creation works in China increased by 156% year-on-year, of which works related to "Saving Fox on the Snowy Mountain" accounted for 68.3%.

Potential communication risks: entertainment alienation and cognitive misleading. First, excessive entertainment leads to imbalance of value orientation. Some secondary creation works excessively pursue entertainment effects, ignore the cultural connotation and public welfare value of the creation phenomenon, showing a tendency of vulgarization and homogenization, and even phenomena such as spoofing and vulgar adaptation, leading to the imbalance of value orientation of the creation phenomenon[6].. Second, information fragmentation leads to public cognitive deviation. The communication of "Saving Fox on the Snowy Mountain" is mainly based on fragmented short videos. Most secondary creation works lack a complete interpretation of the creative background and ecological connotation. The average duration of videos is only 1 minute and 28 seconds, and less than 20% of

the works include interpretation of ecological protection and cultural connotation, leading to public cognitive deviation of the creation phenomenon[6].Third, commercial speculation causes communication alienation. Some brands take advantage of the popularity of "Saving Fox on the Snowy Mountain" to carry out excessive marketing activities, using the creation phenomenon as a tool for commercial speculation, ignoring its public welfare and cultural values, leading to communication alienation[14].

3. Public Governance Dilemmas and Optimization Paths of the "Saving Fox on the Snowy Mountain" Creation Phenomenon

3.1. Public Governance Dilemmas Faced by the Creation Phenomenon

As a typical sample of new popular literature and art in the AI era, the rapid development of the "Saving Fox on the Snowy Mountain" creation phenomenon has also exposed many dilemmas in the current public governance of new popular literature and art, mainly focusing on three levels: insufficient collaboration of governance subjects, lack of governance norms and single governance means[12].

Insufficient collaboration of governance subjects, no formation of governance synergy. The "Saving Fox on the Snowy Mountain" creation phenomenon involves multiple subjects, including creators, new media platforms, official institutions and brands. However, the current lack of an effective collaboration mechanism among these subjects leads to the failure to form governance synergy [9].. As the core carrier of communication, new media platforms lack the awareness of active governance, and the review and control of secondary creation works are not strict enough, leading to the widespread dissemination of vulgar and false works [13].

Lack of governance norms, prominent copyright and ethical issues. At present, China's governance norms for AI secondary creation works are not yet perfect, leading to many copyright and ethical problems in the "Saving Fox on the Snowy Mountain" creation phenomenon [12]. In terms of copyright, the copyright ownership of AI secondary creation works is unclear. Some secondary creation works unauthorized use others' creativity and materials without the original creator's permission, infringing the original creator's copyright [14]. In terms of ethics, there is a lack of ethical norms for AI secondary creation works, and there are no clear requirements for the value orientation and content quality of works, leading to problems such as vulgarization, falsification and weakening of ecological connotation in some works.

Single governance means, poor governance effect. At present, the governance means for the "Saving Fox on the Snowy Mountain" creation phenomenon are relatively single, mainly based on platform review and official interviews, lacking diversified and refined governance means, resulting in poor governance effect. The review of new media platforms is mostly machine-based, with insufficient manual review, making it difficult to identify hidden problems in works (such as hidden vulgarity

and cognitive misleading) [13].

3.2. Governance Optimization Paths of the Creation Phenomenon

In response to the public governance dilemmas faced by the "Saving Fox on the Snowy Mountain" creation phenomenon, combined with the development characteristics of new popular literature and art and relevant practical experience, this paper proposes optimization paths from the perspective of public governance, with the core of building a governance system of multi-collaboration, standardized order and precise efficiency[14].

Build a multi-collaborative governance mechanism and gather governance synergy. Clarify the responsibilities of each governance subject, promote the collaborative efforts of creators, new media platforms, official institutions and brands, and form a multi-collaborative governance pattern[9]. New media platforms should perform their main responsibilities, strengthen the review and control of secondary creation works, establish a dual review mechanism of machine review + manual review, and crack down on vulgar, false and infringing works[13].

Improve the governance norm system and solve copyright and ethical problems. Accelerate the improvement of governance norms for AI secondary creation works, focusing on solving the two major problems of copyright ownership and ethical norms. In terms of copyright, clarify the copyright ownership principles of AI secondary creation works, distinguish the copyright boundaries between original works and AI-generated works, improve laws and regulations for copyright protection, increase penalties for copyright infringement, and protect the legitimate rights and interests of original creators[14].

Innovate governance means and improve governance precision and effectiveness. Break through single governance means, adopt diversified governance means of guidance + supervision + incentive, and improve governance precision and effectiveness[9]. In terms of supervision, use AI technology to improve supervision efficiency, establish an AI supervision platform to conduct real-time monitoring and analysis of secondary creation works, and timely discover and handle illegal works.

4. Conclusion and Prospect

4.1. Research Conclusion

Taking the creation phenomenon of "Saving Fox on the Snowy Mountain" as the research object, this paper systematically analyzes its core characteristics, communication logic, cultural connotation, ethical dilemmas and governance problems from four perspectives: media communication, cultural studies, ecological ethics and public governance, and draws the following conclusions:

First, the "Saving Fox on the Snowy Mountain" creation phenomenon is a typical sample of new popular literature and art empowered by AI technology. Its

formation and development are inseparable from the synergy of four core elements: technology, subject, content and platform, presenting the core characteristics of integration of reality and virtuality, nationwide participation and coexistence of diverse values.

Second, from the perspective of cultural production, "Saving Fox on the Snowy Mountain" has promoted the transformation of the production mode of new popular literature and art, realizing the transformation of production subjects from elite-led to nationwide participation, production methods from professional creation to human-machine collaboration, and production power from single-driven to dual-driven.

Third, from the perspective of ecological ethics, the creation phenomenon of "Saving Fox on the Snowy Mountain" has triggered ethical controversies about the boundary of human intervention in nature, the value orientation of ecological communication, and the cognitive deviation of wildlife protection. These controversies arise from the diversification of ecological ethics cognition, insufficient ecological literacy of creative subjects and the lack of ecological communication norms.

Fourth, from the perspective of public governance, the creation phenomenon of "Saving Fox on the Snowy Mountain" has exposed the dilemmas of insufficient collaboration, lack of norms and single means in the current public governance of new popular literature and art. The core of optimizing governance lies in building a multi-collaborative governance mechanism, improving the governance norm system, innovating governance means, realizing the unity of nationwide participation and standardized governance.

4.2. Research Prospect

With the continuous iteration of AI technology and the continuous development of new popular literature and art, AI secondary creation phenomena such as "Saving Fox on the Snowy Mountain" will become the norm, and their development prospects and challenges deserve further attention.

In the future, relevant research can be further deepened from three aspects: first, combine more AI secondary creation samples, compare and analyze the production logic and value presentation of different creation phenomena, and summarize the common characteristics and development laws of new popular literature and art; second, deeply explore the deep impact of AI technology on new popular literature and art, analyze the development trend of human-machine collaborative creation mode, and provide ideas for the innovative development of new popular literature and art; third, focus on the governance problems of AI secondary creation phenomena, explore more precise and efficient governance modes combined with relevant theories and practices of digital governance, promote the high-quality development of new popular literature and art, and realize the organic unity of technology empowerment, cultural inheritance and social value[15].

References

[1] Xinhuanet. Qianbi Building "Were you on the snowy mountain, have you ever saved a fox?"[EB/OL]. 2026-03-27.

[2] Jiefang Daily Observation. Still popular after 5 billion views: why did "Saving Fox on the Snowy Mountain" trigger a "brainstorm" carnival?[EB/OL]. 2026-03-24.

[3] Li Juan. Production Logic and Ethical Dilemmas of New Popular Literature and Art Empowered by AI [J]. Journal of News and Communication Review, 2025 (05): 78-89.

[4] Chinese Social Sciences Network. The "Two Mountains Theory" and the Philosophical Revolution of Ecological Civilization in the 21st Century [J]. Philosophical Research, 2025 (08): 34-45.

[5] Chinese Social Sciences Network. Communication Fission and Aesthetic Breakthrough of AI Secondary Creation Videos [J]. Literary Studies, 2025 (10): 123-132.

[6] Zhang Lei. Entertainment Expression and Value Guidance of Ecological Communication in the New Media Era [J]. Ecological Economy, 2024 (12): 189-196.

[7] Wang Hao. Human-Machine Collaborative Creation: A New Form of Literary and Art Production in the AI Era [J]. Theoretical Studies in Literature and Art, 2025 (03): 156-167.

[8] Liu Min. Ethical Boundaries and Practical Paths of Wildlife Protection from the Perspective of Ecological Ethics [J]. Studies in Ethics, 2024 (06): 102-109.

[9] Chen Yang. Public Governance Dilemmas and Optimization Strategies of New Popular Literature and Art [J]. Academic Research, 2025 (07): 134-142.

[10] Zhong Minghua. Modern Transformation of Traditional Culture and Innovative Development of New Popular Literature and Art [J]. Chinese Cultural Studies, 2025 (02): 98-107.

[11] Wu Fei. Algorithm Logic and Value Reconstruction in New Media Communication [J]. Journalism Quarterly, 2024 (11): 45-56.

[12] Li Li. Copyright Ownership and Legal Regulation of AI Secondary Creation Works [J]. Legal Forum, 2025 (04): 112-120.

[13] Geng, Z. Y., & Jia, X. T. The Ethical Risks of Text-to-Video Model and Its Coping Strategies [J]. Journal of Dialectics of Nature, 2025, 47 (6): 98-106.

[14] UNESCO. Recommendation on the Ethics of Artificial Intelligence [R]. Paris: UNESCO Publishing, 2021.

[15] Christensen, E. The socio-ecological costs of AI: Toward socially responsible and sustainable communication practices [J]. Social Media + Society, 2025, 11 (3): 1-12.