

Research on Traditional Cultural Identity and Communication Strategies under the Influence of the Internet

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ABSTRACT

Globalization and the development of high technology have had a profound impact on culture. Traditional culture, which is the basis of national identity, faces new opportunities and challenges in the Internet era. The Internet provides people with unprecedented space for display and communication. Still, it also triggers problems such as information overload and the impact of value pluralism, which change people's ways of accessing and experiencing traditional culture, and affect people's understanding of culture and sense of belonging. Therefore, the purpose of this paper is to explore the specific impact of the Internet on traditional cultural identity, with a view to providing useful ideas for relevant practical work.

KEYWORDS

Internet influence; Traditional culture; Cultural identity

1 Introduction

Cultural identity serves as a bond connecting individuals to their social belonging and links them to society, and its formation is primarily determined by environmental influence. In today's society, the Internet has become the main channel for people to obtain information, changing the way people contact, understand and participate in culture. The emergence of the Internet has made access to traditional cultural resources more convenient, which has created conditions for cross-regional cultural exchanges, but the massive, rapid, and fragmented nature of network information has also made people's understanding of traditional culture superficial. Therefore, this paper will analyze the specific impact of the network environment on conventional cultural identity and explore communication strategies and methods that are more in line with reality, to protect better and pass on the traditional cultural heritage.

2 The basic connotation of traditional cultural identity

2.1 Definition of traditional cultural identity

Traditional cultural identity is a sense of inner identification and belonging to the core cultural system that has been passed down through the history of this nation by members of a group over a long period in an everyday life. This kind of identity is not only about historical knowledge and customs, but also about deeply connecting oneself to the collective cultural identity, that is, individuals mentally and consciously attribute themselves to a special cultural vein, understanding, accepting and cherishing the core values, Ethical norms, ways of thinking, behavioral habits, and important symbols that it contains. This kind of identification stems from shared historical memories and long-term cultural practices (e.g., commonly observed holiday rituals, living customs, etc.), and is an integral part of an individual's cultural identity, which shapes one's view of the world as well as of oneself, and is an effective way of linking members of a group together, maintaining cohesion within the group, and preserving the continuity of the culture. Identity comes to the fore when individuals are confronted with cultures that are different from their own, thus creating an internal reflex to preserve their own cultural identity and maintain self-unity. Therefore, traditional cultural identity is both the deepest foundation of national identity and the spiritual foundation for maintaining national unity and harmony.

2.2 The contemporary value of cultural identity

With the deepening of globalization, the exchange and collision of various ideas and cultures have made the value of traditional cultural identity not only undiminished, but also more critical and urgent. In a modern society characterized by rapid changes, multiple values and even confusion, a clear cultural identity can effectively resist the risk of identity loss and value emptiness, and give individuals the certainty of "who I am" and "where I am", which is the key support for spiritual anchoring and searching for the meaning of life. It is a key support for settling the mind and seeking meaning in life. For example, the identification of traditional Chinese virtues (patriotism, benevolence, integrity, and filial piety) can provide modern people with intrinsic moral guidelines and value scales when dealing with complex interpersonal relationships and social problems. The common cultural identity, in turn, can transcend the differences in geography and

class and establish deep emotional ties and trust among group members. Cohesion built on a common cultural foundation is the intangible basis for maintaining social stability, reducing conflicts, enhancing cooperation, and achieving consensus. It is also an important source of national and social resilience. In the context of globalization, a deep understanding of, recognition of, and adherence to one's outstanding cultural traditions can help a country to build up genuine cultural confidence^[1].

3 The impact of the cyber environment on traditional cultural identity

3.1 The reprocessing of traditional cultural content by cyber media

Cyber media have changed the way of dissemination and the form of presentation of traditional cultural content, and the core of this change lies in the fact that the Internet does not simply carry traditional culture, but reorganizes and expresses it. Cyberspace has a large amount of information and a fast dissemination speed, which firstly allows more traditional cultural resources to be seen and contacted by more people. Books, skills, rituals, and arts that used to be circulated only in specific places or among people can now break through the geographical limitations and spread farther using network pictures, videos, and live broadcasts^[2]. For example, performances of local operas and museum collections can be enjoyed by more people through the Internet. However, the network is more inclined to disseminate short, graphic, and engaging content, which sometimes simplifies complex traditional cultural connotations into small fragments, symbols, or popular sayings that can be easily disseminated, and in-depth thinking can easily be replaced by superficial hilarity. The content pushed out by the Internet is also often chosen according to the user's usual preferences, which results in popular or readily accepted elements of traditional culture being emphasized over and over again. At the same time, parts that require more in-depth understanding or are relatively unknown are easily ignored.

3.2 Cultural identity reshaping in the online opinion arena

The Internet, as a place where different voices converge, influences people's understanding and identification of traditional culture to a certain extent. In this space, questions about whether conventional culture is good or bad, what its use is, how to pass it on, and even what is considered authentic culture, all become the subject of public debate. People from different backgrounds and perspectives have expressed their views, and a variety of discourses have emerged^[3]. On the one hand, themes related to traditional culture, such as traditional crafts and historical events, have sparked widespread attention and discussion on the Internet, which can raise people's awareness of traditional culture and thus promote national pride and cultural belonging. People show their recognition and support for specific cultural values by commenting, forwarding, and participating in various activities.

On the other hand, the openness of the Internet also inevitably leads to questioning, criticizing, and even denying traditional culture. Some views are based on a variety of different values, and specific cognitive aspects of traditional culture have become outdated, which can lead to the rapid spread of some of the more radical and one-sided views, and even remarks that intentionally disparage traditional culture, on the Internet. Such calls can confuse and shake young people about traditional culture.

3.3 Reinforcement of identity by online emotional communication

The online environment excels at stimulating and amplifying emotions, effectively spreading culture and enhancing identity. Moreover, it is easier for content that resonates with people's hearts to be shared more deeply online than through traditional means like preaching or imparting knowledge. On the Internet, people often make a close connection between elements of traditional culture and the emotional experience of individuals through the use of pictures, short videos, the creation of rituals (e. g., online collective commemorations), storytelling, and the evocation of shared emotions. For example, moving images showing artisans hard at work, online traditional festivals with many participants (e.g., online autumn moon viewing, dragon boat races at Dragon Boat Festival), or stories about patriotic sentiment and filial piety to parents can quickly evoke emotional resonance online (liking, commenting, sharing, and using a unified hashtag). This kind of group action based on common emotional experience can quickly shorten the distance between individuals and traditional culture, giving people a strong sense of identity as "one of a kind." Communities of interest on the Internet play an essential role in this regard, as community members gather together over cultural content of common interest, communicate, share their feelings, participate in activities, and build close emotional ties and identities^[4].

4 Communication strategies of traditional culture in the internet environment

4.1 Digital expression and innovative communication

To make traditional culture spread better on the Internet, it is necessary to use digital technology to provide it with new ways and means of expression. This is not only about putting the original content on the Internet but also about understanding the communication characteristics of the Internet and the usage habits of Internet users, based on which appropriate adjustments and innovations can be made to traditional culture. The core lies in the use of digital means (such as high-definition images, virtual experience technology, interactive design, etc.) to present traditional culture in a more intuitive and participatory way. For example, historical photos from ancient canonical books are digitally restored so that people can be immersed in them; traditional painting elements can also be applied to dynamic digital works and interactive games. The aim is to break through the limitations imposed on conventional culture by physical space and primitive forms, thus drawing wider attention. The mode of dissemination should also be changed from one-way information dissemination to exploring ways with social attributes that can attract users' participation, such as designing online interactive activities, utilizing short videos to tell cultural stories, and developing lightweight cultural-themed applications^[5]. This new approach can inspire users to actively participate and share, and utilize the dissemination effect of social networks to expand their influence, so that users can naturally come into contact with and learn about traditional culture through active exploration and interaction.

4.2 Cross-platform integrated communication mode

Due to the wide variety of information channels on the Internet and the dispersed attention of the audience, the effect of a single platform on the dissemination of traditional culture is minimal, and it isn't easy to reach depth. It is necessary to design the content and form of different platforms (such as news websites, social platforms, short video APPs, knowledge communities, professional cultural forums, etc.) according to their respective characteristics, user groups, and users' habits, to realize synergy and cooperation among platforms. Its primary strategy is to clarify the division of labor and matching between platforms. For example, what is released on the short video platform is mainly short, impactful, storytelling content or creative, which can quickly capture people's attention; in the knowledge community or professional discussion forum, there will be deeper cultural interpretation, discussion or reference materials to achieve deeper understanding; on the social platform, the focus is on initiating topic discussion and promoting user interaction, to increase users' participation enthusiasm. At the same time, through two-way recommendations between platforms (e.g., short video sharing, expert sharing on knowledge platforms), different users can participate in their respective circles of interest. Such a cooperative approach maximizes the efficiency of communication and ensures that the information in traditional culture is accepted and resonates with more people.

4.3 Value orientation and content standardization construction

When disseminating traditional culture on the Internet, it is necessary to pay attention to the value orientation it reflects and formulate relevant content standards. Due to the openness and complexity of the Internet, the content of traditional culture is straightforward to be misinterpreted, over-entertained, or even swayed by distorted value orientation in the process of dissemination. And it is fundamental to clarify and adhere to the core values. In the publicity work, the core spirit of family and national sentiment, benevolence, integrity, respect for ritual propriety and righteousness, and constant self-renewal should be taken as the main content, highlighting its positive significance and contemporary value. Such values are the foundation of cultural identity and the soul of communication, and need to be reflected in all contents and activities. In addition, it is necessary to set up a system of standards to match, including the establishment of a content review mechanism to filter information related to traditional culture as required, and to eliminate vulgarity, spoofs, distortion of history or promotion of dross in the name of conventional culture; and to guide creators to express themselves creatively based on respect for historical facts and cultural authenticity, to avoid excessive deconstruction or detachment of the spirit of culture due to the pursuit of attention. Creators should be guided to make creative expressions based on respect for historical facts and cultural truth, and avoid excessive deconstruction or detachment from the spirit of culture in the pursuit of attention. By strengthening value orientation and establishing content standards, the vitality and charm of traditional culture in the online environment will be ensured.

5 Conclusion

The article discusses the impact of the Internet on the dissemination of traditional culture. It concludes that the Internet provides a broad space for the dissemination of conventional culture and increases the possibility of people's

participation. Still, at the same time, there is also the simplification of the content and the bias in the understanding of value. Therefore, to make the practical application of traditional culture on the Internet, it is necessary to grasp three key points: to take the initiative to use digital technology to create new forms of expression for traditional culture, so that it can be more easily understood and accepted; to make good coordination among different Internet platforms, and disseminate the content according to their characteristics, so that it can effectively serve different groups; We must propagate the positive core values of traditional culture and establish regulatory frameworks of conventional culture and make relevant rules and regulations to ensure the accuracy and rigor of its content. In this way, not only can traditional culture be popularized on the Internet, but also its spiritual connotation can be accurately conveyed, so that the people can recognize it from the bottom of their hearts, thus providing strong support for improving the country's cultural self-confidence.

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