

Strategies for Spreading Excellent Traditional Chinese Culture in the New Media Environment

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ABSTRACT

In the new media environment, modern information technology and diverse media platforms have brought new challenges and opportunities for the inheritance and promotion of China's excellent traditional culture. This paper focuses on the communication characteristics and advantages of new media technologies and platforms. Based on the analysis of the difficulties in the dissemination of traditional Chinese culture through new media, it conducts in-depth research on the innovative dissemination of traditional Chinese culture in the era of new media and proposes corresponding communication strategies.

KEYWORDS

new media; excellent traditional Chinese culture; communication dilemma; traditional strategy

1 The Characteristics of New Media and Its Unique Advantages in the Dissemination of Excellent Traditional Chinese Culture

New media mainly relies on modern digital technology, including satellite communication, computer, network technology, etc. New media has unique advantages such as immediacy, diversity, and interactivity, which are conducive to the dissemination and development of excellent traditional Chinese culture in the new era.

1.1 Instant Nature

Traditional media is often limited by technology or time and space; While new media relies on digital network technology to quickly publish relevant content and exhibit real-time characteristics. At the same time, new media, using modern information platforms and information technology as carriers, can not only complete information transmission in multiple ways such as text, images, and videos, but also allow the public to like, save, comment, and perform other operations while receiving and publishing information; This can further promote the instant dissemination of information. In short, it is necessary to use modern new media technologies and platforms to spread traditional culture in the new media environment. This not only ensures the speed and breadth of information dissemination, but also benefits the innovative development of excellent traditional culture in the new era.

1.2 Diversity

In the new era, the diversity of new media communication platforms, rich content dissemination, and diverse visual presentation methods provide the public with more diverse usage choices. At the

same time, most new media platforms will provide users with different types of information push based on their usage frequency and content preferences, to achieve efficient promotion of information. From this, it can be seen that using new media technology and platforms to spread Chinese traditional culture can shorten the distance between excellent traditional culture and the public, promote the widespread dissemination of excellent traditional culture, and achieve communication between different cultures. This enables the dissemination and development of excellent traditional Chinese culture through diverse interactions.

2 Difficulties in the Dissemination of Excellent Traditional Culture in the New Media Environment

The rapid development of new media technologies and platforms has created a huge information resource library for the dissemination of traditional culture, establishing a good channel for the efficient dissemination and comprehensive coverage of traditional culture. However, new media is also a double-edged sword, bringing convenience to the dissemination of traditional culture while also facing certain challenges.

2.1 The Impact of Foreign Cultures Poses Challenges to Traditional Culture

In the new media era, information technology is developing rapidly, and online media platforms are widely used in various industries; This provides convenience for the dissemination and influx of foreign cultures, but also brings new challenges to the dissemination of traditional culture to a certain extent. With the development of economic globalization and the deepening of informatization, foreign film and television works, popular trends or music culture are constantly entering the Chinese market at an unprecedented speed. Due to differences in cultural concepts, these foreign cultures compete fiercely with local cultures to a certain extent. Moreover, many foreign cultural products are well crafted and have innovative styles, attracting the attention of the public and causing certain impacts on the dissemination of traditional Chinese culture in the new media era. From this, it can be concluded that the continuous influx of foreign cultures into the Chinese market poses direct competitive pressure on the dissemination of traditional Chinese culture, and also has a certain impact on the public's value orientation and ideological concepts. This even leads to the public forgetting about traditional Chinese culture.

2.2 Excessive Entertainment and Low Attention to Traditional Culture

The most common problem with the application of traditional Chinese culture in news dissemination is that information is overly simplified, resulting in one-sided information dissemination. Under the leadership of new media technology and platforms, traditional culture has gradually become the object of mass consumption, being produced into TV dramas, movies, and so on. At the same time, in the era of explosive information dissemination and fast-paced lifestyle in the new media, the public is more enthusiastic about cultural content with strong entertainment value; In contrast, traditional culture is considered dull and uninteresting, making it difficult to spark public attention and interest. To cater to the needs of the public, the media industry will add unfounded advertising or love elements to film and television works, and even distort the meaning behind traditional cultural works, using online language to dissolve cultural connotations. This has led to the excessive entertainment of traditional culture, gradually marginalizing it in the minds of the public.

2.3 The Comprehensive Ability of the Talent Team Needs to be Improved

In the new era, the public has more and higher demands for cultural products, and there is a shortage of talent in the dissemination of traditional culture. Chinese traditional culture requires subjective learning from the public in order to be better inherited, such as dance, drama, calligraphy, musical instruments, etc. Secondly, the excellent traditional Chinese culture has rich connotations, and its unique connotations require inheritors to deeply study and understand it. However, in reality, the majority of traditional cultural inheritors are elderly and have a lower level of cultural literacy. They are unable to effectively apply new media technologies and platforms to spread traditional culture, and they lack the corresponding creative abilities. It can be seen that in the new media environment, there is an extreme lack of talents who not only understand the connotation and significance of traditional culture, but also can flexibly use new media technology to spread traditional culture.

3 Strategies for Spreading Excellent Traditional Chinese Culture in the New Media Environment

3.1 To Expand Communication Channels and Innovate Communication Technologies

In the new media environment, the inheritance and development of traditional Chinese culture have diverse paths. This requires relevant personnel to further develop high-quality communication channels in order to spread traditional Chinese culture to audiences in different regions and at different levels. Firstly, the promotion and application of traditional culture on social media platforms should be strengthened. We should strengthen the communication matrix led by the government and supplemented by mainstream media, and create a professional platform for promoting traditional culture. Secondly, innovative expression methods and communication technologies should be developed. We need to delve into advanced technologies such as AR and 3D in order to effectively utilize modern technology for digital expression of traditional culture, and organically integrate cultural dissemination with short videos, live streaming, film and television dramas; This can promote the diverse integration and innovative dissemination of traditional culture and modern media, further enhancing the social participation and interactivity of traditional culture. [1] In the new media environment, information dissemination is mainly online, but we also need to leverage the advantages of offline channels, strengthen online and offline interaction, and enhance the participation of traditional culture. For example, the organization of online traditional cultural activities should further combine offline display content, carry out virtual exhibitions, virtual spaces and other activities, and provide the public with more and more innovative personal experiences and interactive opportunities.

At the same time, based on the public experience, virtual technology should be used to create virtual experience scenes, allowing users to immerse themselves in the charm of traditional culture and enhance the interactivity of traditional culture; We should adopt the form of "online teaching and offline experience", use online channels to obtain information, and strengthen the public's understanding and impression of traditional culture through offline experience; The form of "online tour and offline exhibition" can also be adopted to strengthen online live streaming, so that people both online and offline can interact with each other through live streaming rooms, enhancing the expression and interactivity of traditional culture. In addition, the form of "offline sales and online shopping" should be adopted to enable the public to obtain higher quality traditional cultural products, lower the threshold for cultural interaction, and achieve effective interaction of traditional culture.

3.2 To Innovate and Create Content to Enhance Cultural Interactivity

In the context of new media, the promotion and inheritance of traditional culture should innovate its content, leveraging the advantages of new media technology and platforms to further enhance the social influence of Chinese traditional culture. Firstly, in the context of new media, the dissemination of excellent traditional culture should leverage the power of new media platforms to effectively integrate modern popular culture and traditional culture; This is to establish a close connection between traditional culture and modern film, and digital art, to enhance the breadth and depth of the influence of traditional culture. Secondly, we should combine the fragmented characteristics of the new media era and adopt a short yet refined approach to creation; We can combine intelligent algorithms, big data technology, and other technologies to provide customized content and services based on the needs of popular culture, attracting more attention to traditional culture; Innovation can also be achieved by combining diverse forms of artistic expression in the new media environment, such as images, audio, and virtual spaces, to enhance the intuitiveness and vividness of traditional culture and provide users with a better experience. [2] Thirdly, to innovate the cultural industry, it is necessary to combine traditional culture with physical industries, such as museum cultural and creative products, or Hanfu clothing stores, to produce cultural works with traditional culture as the theme and create a number of traditional cultural brands; This can further enhance the social influence of traditional culture and attract more users to participate in the dissemination of Chinese traditional culture. At the same time, we should actively engage in deep cooperation with artists, and media from other fields, to enhance the attractiveness and expressiveness of excellent traditional Chinese cultural works, while jointly promoting and innovating traditional cultural themed works. Deep cooperation with dance, gaming, film and television companies can create high-quality traditional cultural works, and provide guarantees for the promotion and innovation of traditional culture.

3.3 To Strengthen the Construction of Talent Team, Improve Communication Efficiency and Quality

Firstly, in the new media environment, there is a phenomenon that the dissemination of excellent traditional Chinese culture violates objective historical facts; One of the main reasons is the low quality of talent and insufficient competence of communicators. To ensure the efficiency and quality of the dissemination of China's excellent traditional culture in the new media environment, media platforms should further carry out new media technology training and traditional culture learning, and further improve the traditional cultural literacy and new media technology level of communication personnel. At the same time, disseminators should continuously learn traditional cultural knowledge, enrich their own knowledge system, learn the use of new media technologies and platforms, constantly improve and optimize their thinking and cognition, and enhance their information technology level in their daily work. Secondly, relevant platforms should combine social cases and comprehensively consider communication personnel from all aspects and perspectives. In the new media environment, China's media industry has gradually achieved professional and youthful development. The dissemination of traditional cultural content not only reflects cultural significance, but also has certain entertainment value; But traditional culture is different from other entertainment events. The transmission of traditional culture in front of the screen should ensure the objectivity and authenticity of the content. [3] In this regard, the media industry should raise the industry threshold and improve the requirements for practitioners. Finally, disseminators need to further learn how to excavate and spread China's excellent traditional culture from real life, in order to avoid the problem of historical misreading in the dissemination process. It may lead to cognitive bias and erroneous cognition among the public.

4 Conclusion

Chinese excellent traditional culture is an important source of prosperity, growth, and flourishing development for the Chinese nation. In the new era, it is necessary to flexibly use new media technologies and platforms to promote traditional Chinese culture, and to promote the inheritance, promotion, and innovation of traditional culture in the new era. In summary, in the era of new media, communicators can only make China's excellent traditional culture shine with new brilliance and vitality by continuously improving their own abilities, perfecting and innovating traditional culture. This can provide the public with more diverse cultural experiences and promote the dissemination and development of traditional Chinese culture in the new media era.

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