

The Dissemination and Inheritance of the Local Culture under the New Media Environment

Zang Yuqing, Yang Yueming

Shenyang Urban Construction University, Liaoning, Shenyang, 110000, China

Abstract: During the long-term development, different regions have a long historical and cultural accumulation, forming different cultural types. Those unique local cultures need to be widely disseminated to realize their inheritance and development. Today, the development and wide application of new media technology has had a huge impact on the dissemination of information with its huge advantages. Therefore, local cultural publicity work should also focus on using rich media forms and means of communication, innovating cultural contents, and promoting traditional humanistic spirit. This article introduces the current situation of local cultural dissemination and inheritance under the new media environment, and then proposes effective strategies for the dissemination and inheritance of the local culture in the new media environment so as to inherit and promote local cultures.

Keywords: New media environment; Local cultures; Strategies for the dissemination and inheritance

1. Introduction

The local culture accumulated in the historical development is the spiritual wealth, and future generations have the responsibility to spread and inherit it. Then local government should not only attach importance to the creation and production of the local culture, but also to its dissemination and inheritance. In fact, the local culture often has its complexity and deep significance, which make its development slow in the means and ways of communication, and cannot achieve ideal communication and inheritance in the trend of historical development. Today, the new media has become the main format of cultural dissemination and has greatly helped improve the acquisition and dissemination of information. Therefore, the dissemination of the local culture should conform to the development of the times, make full use of forms of the new media and communication, innovate the contents, and vigorously carry forward and inherit the essence of the local culture. Only in this way can it be continuously recognized and accepted by the public, thus forming common values in a region. However, in the process of local cultural dissemination and inheritance, that how to effectively use new media and make it play an active role is a problem that all relevant staff should think about and study.

2. The Current Situation of the Local Cultural Dissemination and Inheritance under the New Media Environment

(1) The Obvious Effect of the Local Cultural Communication of the Self-media Based on the Interpersonal Communication Channel

The initial spread method of human civilization is word-of-mouth, and local cultures are gradually developed on the basis of traditional interpersonal communication. Under the emerging media environment, the local civilization is mostly promoted by self-media, and self-media platforms mainly includes Weibo and WeChat. Due to the rapid development of the Internet, the local culture has also been widely disseminated by the media, which also has changed people's way of life unknowingly. On the self-media platform, the interpersonal communication forms of local cultures are richer and highly readable, thus forming a good social publicity effect. With the help of self-media, users can publish and share information in various forms such as messages, pictures, sounds and videos. Therefore, self-media has become a network platform where everyone can transmit information at any time so as to better spread local cultures.

(2) The Timely Update of the Local Cultural Information on the Online Media and Various Forms and Wide Coverage of the Media

Today, the use of the Internet is the standard communication behavior of people to obtain information.

Different information, including different local cultures, can be found on the Internet ^[1]. After the extensive use of search engines, many local cultural contents have been retrieved and searched, which has promoted the spread of local cultures. In addition, many local governments and their functional departments has attached great importance to the promotion of cultural contents such as local characteristic food and custom on online platforms. These contents can be delivered to people by means of different manifestations of the network. At present, the main forms of online media for disseminating local cultures include online news (text and video), websites introducing local cultures, Weibo and WeChat that specialize in spreading local cultures. The information on those forms update in a timely manner and covers a wide range.

(3) The Combination Development of Traditional Media and New Media on the local cultural dissemination

Under the new media environment, the traditional media has continuously integrated and developed with the new media. The public voice orientation of the traditional media, especially the voice of the local traditional media, plays an important role in promoting the development of local cultural industries, such as the local architecture and food culture. Now CCTV media has also begun to give more publicity to the local culture, such as the *One City, One Taste* and *Traveling All over the China* and other TV shows, and have obtained good ratings ^[2]. However, the traditional media cannot develop independently without the support of the new media. So to obtain good communication benefits, the old and new media must develop together with each other. Now, people watch local cultural TV programs produced by the traditional media on new media network platforms, and can put forward their opinions and suggestions in the comment area. Through this kind of integration, this cultural program can be further spread on the platform.

3. Effective Strategies for the Local Cultural Dissemination and Inheritance under the New Media Environment

(1) Relying on the New Media Technology to Create Local Cultural Characteristic Industries

For the rapid development of the Internet, the inheritance and development of the local cultural industries can completely rely on the science and technology of the new media to form a local cultural characteristic industry and develop cultural and creative products with local characteristics. This not only allows people to contact local cultures in the daily life, but also meets people's living needs. And relevant staff can use methods such as mining and investigation of online big data to collect and summarize local humanistic materials and refine local humanistic elements, then develop the external form of local cultural and creative products, and then convert them into the design elements and imprint them on decorations and mobile phone cases and other products, and finally to develop the small technology commodities ^[3]. This can not only reflect the cultural elements of small commodities, but also show their practical characteristics, which is conducive to the spread and inheritance of local cultures, and helps continuously improve the influence of local cultures.

(2) Using of Online Videos to Promote Different Local Cultures

In order to let more people understand and contact local cultures in the process of disseminating, attentions should be paid to the effective use of online videos. Relevant staff can wisely combine words, images and sounds, make full use of the local culture to integrate well-known animation short films, and then upload those videos to websites or the video software that people like to watch to vigorously promote local culture. At the same time, when disseminating and inheriting local cultures, we should pay attention to the combination of popular science and communication, continuously improve the visual aesthetic effect, closely follow the local cultural characteristics, create advertising contents with local cultural characteristics, so as to attract more people to appreciate the local culture ^[4]. For example, by setting up local cultural advertising websites on popular shows, local cultural characteristics can be deeply rooted in the hearts of the people, so that more people can consciously understand and contact local cultures, and then inheritance and development of local cultures can be promoted.

(3) Building a unique local cultural team with the help of the new media

Mainly because the dissemination and development of the local culture cannot be separated from the support of local cultural teams in the process of its dissemination and inheritance, it is necessary to speed up the organization of local cultural teams. Therefore, when disseminating and developing local cultures attentions should be paid to improving the overall quality of the local cultural team under the new media environment. The local government can carry out comprehensive technical training for local cultural

workers, establish an online platform of training, and combine online and offline training activities to further improve the management level and cultural comprehensive quality of local cultural workers, so as to promote the spread and development of cultures. Only in this way can local culture be widely disseminated and its influence can be continuously enhanced.

(4) Attaching Great Importance to the Application of Social Software such as Weibo and Official Accounts

People are familiar with social platforms such as Weibo and official accounts in today's new media era. As a new mode of communication, supplemented by various media, those platforms play an important role in people's production and life, and have a large number of users, and these users are widely distributed^[5]. Focusing on people's production and life, it can be found that the influence of various social software is becoming more and more prominent, and people's dependence and recognition on social software are also gradually deepening. For example, people can use various ways such as Weibo, official accounts and TikTok anytime and anywhere in their lives to share interesting things around them, spread emergencies in a timely manner, and publish their own opinions on the platforms. It is reasonable to let more people know about local cultures through social platforms such as Weibo, Tik Tok and official accounts, and to maximize the spread and promotion of local cultures.

4. Conclusion

Under the new media environment, people's ways of the communication, entertainment and others have quietly undergone tremendous changes. Therefore, we must pay attention to the powerful functions of new media and make full use of the advantages of it to promote the dissemination and inheritance of the local culture, which requires cultural workers to follow the trend of the time, make full use of forms of new media and communication in the specific work with effectively using social platforms such as online videos, Weibo, and official accounts so as to publicize different local cultures. And it is necessary that cultural workers innovate local cultural communication models, pay attention to the use of online videos, rely on the new media technology to develop local cultural industries. For those measures, local cultures can be spread around the world in a novel way and realize its inheritance and development.

References

- [1] Lu Yuanyuan (2021). *The Dissemination and Inheritance of Local Culture in the New Media Environment* [J]. *Western Radio and Television*, , 42(14), pp 80-82.
- [2] Liu Cancan (2020). *Research on New Media Operation Strategy of Local Cultural Communication Enterprises* [J]. *Journal of News Research*, , 11(16),p202-203.
- [3] Zhang Jingjing (2018). *How Local Media can Enhance Cultural Communication* [J]. *Audiovisual*, (12)pp,138-139.
- [4] Li Jian, Yang Kai (2020). *Exploration on the Promotion of Cultural Communication Power of Local Colleges and Universities in the New Media Era* [J]. *Media Forum*, , 3(11), pp6-7.
- [5] Wang Wei (2021). *Analysis on the Communication Strategies of Local Traditional Culture in the Context of New Media* [J]. *China Press*, (05), pp51-53.