

Research on the Communication Strategies of Traditional Culture under the New Media Environment

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ABSTRACT. *The rapid development and extensive application of new media technology have brought opportunities to the wide dissemination of traditional culture in the new era. In new media, it is necessary to broaden communication channels, give full play to the advantages of new media such as the Internet, WeChat, micro-blog and client, extensively use new technologies such as VR and AR, innovate the communication methods such as micro-video, film and animation, and promote the innovative communication of traditional culture in the new media era.*

KEYWORDS: *traditional culture, new media, communication strategy, innovation*

1. Introduction

The traditional culture has been created by the Chinese nation over thousands of years. They are diverse in form and rich in content. The communication of culture can be inextricably linked to certain media. In recent years, the rapid development and prosperity of new media digital technology has brought fresh opportunities for the communication of traditional culture. Properly applied, traditional culture can get out of the “purdah”, give full play to its value and enhance its contemporary influence.

Therefore, in the new media era, it is of great practical guiding significance to deeply discuss and analyze how to give full play to the advantages of new media, open up diversified communication channels for the inheritance and development of traditional culture, and innovate the communication modes of traditional culture.

2. Expand Communication Channels and Disseminate Traditional Culture in a Three-dimensional Way

In January 2017, “Opinions on Implementing the Project for The Inheritance and Development of outstanding Traditional Chinese Culture” proposed that “we should comprehensively use of newspapers, books, radio, television and Internet sites and other carriers, integrate multimedia resources, coordinate the efforts of publicity, culture, cultural relics and other parties, innovate expression methods, and vigorously display the charm of Chinese culture. We will carry out the new media communication project for Chinese culture.” [1] In new media, we should accommodate multimedia resources, broaden communication channels, give full play to the advantages of multiple carriers, and spread traditional culture in an all-media and three-dimensional way.

2.1 Disseminate Traditional Culture through New Media

As a fresh form of communication, new media can integrate basic communication symbols such as sound, text and image, and have the characteristics of fast transmission speed, strong interactivity, and crossing the time and space. New media provide a new carrier for the transmission of traditional culture. Through new media, the multimedia participation and three-dimensional transmission of traditional culture can be realized. By the Internet, WeChat, micro-blog, client, etc., the communication symbols such as voice, text, video, pictures, etc. are integrated, and transmitted in a way that is popular and vivid to the audience, so that the essence of traditional culture is radiant with the charm of the new era.

First, we can make extensively use the Internet to display and spread outstanding traditional culture. The rapid development of the Internet in recent years has attracted many audiences because of its unique technical advantages and powerful communication functions, and laid a solid audience foundation for the dissemination of outstanding traditional culture. The central and local publicity departments and cultural departments can full use the existing portal websites, increase the theme columns related to traditional culture, and disseminate outstanding traditional culture to most Internet users through articles, pictures, videos and other forms to highlight the influence of China's outstanding traditional culture.

Second, we can use “micro-communication” to highlight the “micro-power”. In the new media era, using WeChat, micro-blog and other new media platforms to disseminate outstanding traditional culture has become an alternative. These fresh forms of interactive media break down the barriers between people and enable people to have more communication. The more communication between communicators and audiences and between audiences, the more it can promote the development of outstanding traditional culture.

In disseminating outstanding traditional culture by new media, we should not only update the communication concept and set up new media thinking but also enhance the communication skills of new media, innovate the communication methods and optimize the communication content. With high-quality content to increase the appeal to users, improve their attention and participation, better play the role of outstanding traditional culture education and guidance.

2.2 Promote the Integrated Development of New and Old Media and Disseminate Outstanding Traditional Culture in a Diversified Way

In recent years, the rapid development of new media has affected the communication power and influence of traditional mass media represented by radio, television and newspapers. However, in terms of dissemination of outstanding traditional culture, traditional media and new media has its own advantages, also has its disadvantages, to achieve integration of the two, can be complementary advantages, improve the transmission speed, to strengthen the interaction with the audience, realize the diversity of traditional culture transmission, meet the demand of audience to the diversity of traditional culture.

Traditional media should actively innovate the communication form of traditional culture, and change the single communication mode in the past, in which radio mainly relied on sound, television mainly presented pictures and newspapers mainly relied on words. Through cooperation and sharing with new media, traditional media integrates the program’s official website, official WeChat, official micro-blog, APP client and other new media channels to realize the diversified presentation of outstanding traditional cultural content including sound, video, pictures and text. Integrating traditional media and emerging media is conducive to breaking the limited interaction

of traditional media, broadening the interaction channels between traditional media and audiences, strengthening the social interaction with audiences, realizing the integration of newspapers/networks, diversified online and offline communication, and enhancing the communication power and influence of outstanding traditional culture.

3. Innovate Communication Methods and Disseminate Outstanding Traditional Culture in Novel ways

In a new media environment, to better adapt to and satisfy the information of a different audience to accept habits and diversified demand, the dissemination of traditional culture can no longer limited to traditional social transmission of oral and printed media forms, but a means to use modern technology to innovate the mode of transmission and dissemination form, in the form of a novel, vivid variety of outstanding traditional culture dissemination. In the transmission's practice, or the use of VR, AR, such as new technologies, or innovative use of micro video, film, drama, animation and other communication way, or innovation program production, broadcast form, to the new technology and the way to express the theme of the outstanding traditional culture content, from boring text as the main representation of literature books, archives, "alive" come out, with novel and vivid, diverse forms to the contemporary audience.

3.1 Innovate Program Forms to Disseminate Outstanding Traditional Culture

In recent years, the state has promoted cultural confidence and vigorously promoted the fine traditional Chinese culture. Against this background, outstanding cultural programs such as "Chinese Poetry Conference", "Readers" and "National Treasure", represented by CCTV, have become popular on the screen with strong development momentum and increasingly diversified broadcast forms, arousing many junior people's recognition and feelings towards traditional culture. The success of these cultural programs, besides the wonderful and rich contents in the programs, is largely because they break the inherent ideas of traditional cultural programs, make use of the latest technology and creativity, boldly innovate the program form, and tell the excellent traditional culture in a way that the audience likes

to hear. For example, the program of National Treasure vividly tells the story behind each national treasure for the audience in the way of sitcoms, which can be more touching and more acceptable to young audiences.

In the dissemination of outstanding traditional culture, we can also draw lessons from these innovative practices of CCTV, actively innovate program forms and production methods, and plan and produce a batch of excellent TV programs with novel ideas, rich contents and vivid forms of traditional culture themes.

3.2 Disseminate Outstanding Traditional Culture through Micro-video

Micro-video is a general term for all kinds of video sharing short films. It has various forms and quick playing time, which is suitable for the audience to watch in a mobile state with various “fragmented” times. It caters to the characteristics of people’s quickening pace of life and rapid browsing of information. In addition, micro-video can make up for “the lack of environment, scene and emotion in text and pictures” [2]. Making stories and allusions of outstanding traditional culture into short, concise and attractive micro-videos can enhance the appeal of traditional culture through centralized exhibitions on websites, micro-blogs and WeChat public accounts.

The production process of micro-video is fast and the broadcast time is short. In the production of micro-video of traditional culture, the production process of micro-video is fast and the broadcast time is short. In the production of micro-video of traditional culture, we should handle properly the relationship between time, information and content depth. We also should not neglect the quality of works because of the short production, which makes the content of traditional culture become “fast food” and fragmented. Producers should have lofty standards and strict requirements to influence and infect audiences with high-quality and high-level works.

3.3 Use VR Technology to Create an Online Virtual Exhibition Hall and Disseminate Outstanding Traditional Culture across Time and Space

VR technology is Virtual Reality (VR) technology. With VR technology, we can transplant the physical exhibition hall and its exhibits about traditional culture to the

Internet, showing them in an all-weather and three-dimensional way, breaking through the limitations of physical exhibition hall in time and space. As a fresh way of experiencing, virtual exhibition halls of traditional culture can enable audiences from different regions to feel the exhibition halls and exhibits on the online platform and anywhere. It can give full play to its display, publicity and education functions, and realize the sharing of outstanding traditional cultural resources on a larger range.

For example, Chaisang District of Jiujiang city has built a family rules museum, which fully excavates the family rules stories of ancient sages and brilliant leaders to display excellent family rules. Later, they built an online virtual exhibition hall with VR technology. Visitors can scan the two-dimensional code and watch the wonderful contents of the exhibition hall on mobile terminals such as mobile phones, and share them directly through WeChat “Circle of friends”.

3.4 Use AR Technology to Enhance the Audience's Immersive Experience of Outstanding Traditional Culture

AR technology is Augmented Reality (AR) technology. It uses a computer to simulate physical information such as vision, hearing and touch difficult for people to experience in the real world to generate a realistic virtual environment, and then integrates it with the real environment, so that the audience can get vivid sensory experience beyond real sense. For example, publishing houses can publish AR books related to traditional culture, breaking the monochromatic two-dimensional mode of text, plane graphics, images and characters in traditional books and integrating text, picture, sound, video, animation, hyperlink and other ways to give readers multi-sensory experience such as vision, hearing and touch. People's Literature Publishing House once published the book “Thank You, My Home”, which uses AR technology to match 108 pictures in the book with 800 minutes of video. Each picture links to the corresponding video clip of the program of the same name broadcast by CCTV, so that readers can watch the wonderful TV programs while reading. The book “Thank you, My Home” uses AR technology to vividly and comprehensively present the essence of Chinese family education and multi-level display the profound Chinese family tradition. [3]

In addition, we can use AR technology to reproduce the stories of traditional culture and make the pictures about traditional culture in the exhibition hall come alive through AR technology. In this way, visitors have an immersive feeling and enhance their immersive experience.

3.5 Use Opera, Film, Animation and other Artistic Forms innovatively to achieve the Artistic Transmission of Outstanding Traditional Culture

In the process of dissemination outstanding traditional culture, other artistic forms can also innovatively disseminate outstanding traditional culture in fresh ways of expression. We can try to choreograph the outstanding traditional culture into flexible and diverse forms of art popular with the masses, such as opera, film and animation, and present them on community stages, radio and television, and even on various new media platforms, to promote the vivid, extensive and in-depth dissemination of the outstanding traditional culture.

4. Conclusion

The influence of fine traditional culture on people is profound. In the era of new media, we should fully recognize the advantages and characteristics of fresh media technologies, earnestly study the needs of audiences, explore the use of various new media technologies to disseminate traditional culture, enhance the appeal and influence of outstanding traditional culture on the audience, and disseminate outstanding traditional culture among the masses.

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