

The innovative path of international communication of Chinese excellent culture under the background of media

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Abstract: *As a new revolutionary result of information technology, media integration is of great significance to further optimize communication pattern and promote cultural communication in China. At present, China is at the key historical node of constructing national image and national symbol, and integrating media technology is of great help to improve the international communication of our excellent culture. However from the current Chinese international communication and media technology combined with the current situation, there are still some deficiencies and problems, mainly reflected in the methods, consciously and international public opinion, this needs us to overvalue and targeted to solve, to further promote the vitality of Chinese excellent traditional culture to the world, further play the role of value on the international stage in our country.*

Keywords: *Media technology; Excellent Chinese culture; International communication; Innovation path*

1. Introduction

Under the background of the new era, China is increasingly stepping into the center of the international stage. How to further improve the influence of China's excellent traditional culture on the world has become a basic problem that we need to face up to and solve. In the information age, how to use fusion media technology to innovate the international communication form of our country is an important measure to solve this problem. Use of media technology innovation the international propagation path of the Chinese excellent culture, is the inevitable trend of integrating media era, is also an inevitable choice for building cultural image of the Chinese nation, we have to make good use of media technology deep historic changes brought by the international spread of our country, strengthening our country's ability to handle and respond to the international public opinion, We will further enhance the influence and creativity of China's fine traditional culture in the world.

2. The value and significance of innovating the international communication path of Chinese excellent culture

It is of great significance to innovate the international communication path of Chinese excellent culture, not only to conform to the inevitable trend of the era of media transformation, but also to shape the cultural image of the Chinese nation.

2.1. It is the inevitable trend of adapting to the era of media transformation

The third scientific and technological revolution has brought about the innovation of the media and also brought about the historic change in the way of cultural communication in China. Through the international financial media technology to lead the Chinese excellent culture propagation path of innovation and change, can effectively use the make the vitality of excellent traditional culture and media technology, on the basis of the organic combination of advanced further enhance China's outstanding traditional culture of international spread effect and strength, effectively increase the world's knowledge of the national culture of our country. Applying fusion media technology to the international communication path of China's excellent traditional culture not only conforms to the trend of The Times of fusion media reform, but also is an inevitable measure for China to actively integrate into the historical development trend. In this way, can contribute to the historic achievement of the third revolution of science and technology further applied to all walks of life and the industry in China, so not only conform to the historical trend of The Times, and can effectively promote further growth of China's science and

technology level and technology atmosphere, helps to achieve the great rejuvenation of the Chinese nation the Chinese dream bring response support of science and technology and culture.^[1]

2.2. It is the inevitable choice to shape the cultural image of the Chinese nation

Promoting media technology to innovate the excellent traditional Chinese culture can more vividly show the connotation of the excellent traditional Chinese culture and the characteristics behind the Chinese nation. Because our country behind cultural characteristics and cultural characteristics of the complex, a single form of media cannot effectively show the culture connotation and the kernel, also can't effectively culture in our country through the vivid form, to a certain extent, reduce the effects of China's outstanding traditional culture of international spread, is not conducive to construct national culture image. Therefore, in order to further build a good and outstanding national image, it is necessary to make good use of media platforms and technologies to fully display the cultural treasures and national characteristics contained in Chinese culture, and to show the spirit of fraternity, equality and peace of the Chinese nation to the world. Only in this way can other countries and nations in the world further enhance their understanding of China's excellent traditional culture, further promote the construction and shaping of China's national image in the world, and create a relatively good and perfect international environment for China's development.

3. The international dissemination of Chinese excellent culture in the new era is facing difficulties

From the perspective of current practice, the difficulties faced by the international communication of Chinese excellent culture mainly include three aspects: the lack of new communication methods, the urgent need to form the consciousness of cultural communication and the overall imbalance of international public opinion pattern.

3.1. Communication methods lack novelty

In a long time in the past, the international spread of culture in our country is still relatively traditional spread the use of a single media, without reform the mode of transmission and transmission forms and innovation, which in fact is to a great extent, restricts our country's international communication effect, is not conducive to the building of national image and national symbol, the more unfavorable to form a national identity and cultural self-confidence. At the same time, too single and low-key communication methods may cause some adverse effects on China's international communication, making other countries in the world who do not know the excellent traditional Chinese culture misunderstand China's culture.^[2] Therefore, it is necessary to integrate media technologies and platforms to innovate the international communication forms of China's excellent traditional culture, further improve the influence and shaping power of the international communication of Chinese excellent culture, and provide innovation for the communication methods of Chinese excellent culture.

3.2. The consciousness of cultural communication urgently needs to be formed

As China is the largest developing country in the world, this international orientation determines the direction and pattern of China's development. In recent years, due to the growing demand of Chinese people for economic growth, China's development focus has been on economic construction as the center, to a certain extent, the neglect of cultural construction and cultural communication in China, which to a certain extent, for the construction of China's national image and national image has been missing. Therefore, in the new era, with the continuous improvement of China's international status, we must strengthen the consciousness of cultural communication, and further improve China's initiative in the international publicity situation. However, in view of the actual situation of China's cultural communication at present, China's international communication has not established effective cultural consciousness, and the release of relevant information is only passive release, which to some extent limits the effect and quality of the international communication of Excellent Traditional Chinese culture.

3.3. The overall pattern of international public opinion is unbalanced

Restricted to a certain subjective and objective factors, our country in the past not enough emphasis on national image and international public opinion, causes the international understanding of the real situation of our country lacks enough, which to a certain extent, affect the communication effect of culture

in our country, a lot of good for the people of the world philosophy cannot be deeply know or understand the world. And human destiny community idea all the way such as area, many countries in the world and of the two policy embodies human value and significance of misunderstanding, the attack on the two policy or distortion, to a certain extent, affects the foreign policy and international image of China, is not conducive to open the new form of human civilization.^[3] Based on the above phenomenon of objective reality, the pattern of international opinion overall imbalance is affecting our country outstanding traditional culture the important reason for the international communication, so it is necessary to solve them, and through the media form three-dimensional, multi-level express our position or view, in order to promote mutual exchanges and development between nationalities, Promote the symbiosis and prosperity of human civilization.

4. The optimal path of international communication of Chinese excellent culture under the background of media

Under the background of fusion media era, the optimization path of Chinese excellent culture international communication can be explored and practiced in three aspects: closely combining fusion media technology, innovating communication methods, actively using fusion media technology, strengthening communication consciousness and independent innovation of fusion media technology, and grasping the direction of public opinion.

4.1. Close integration of media technology, innovative communication methods

Media technology is the concentrated embodiment of the third scientific and technological revolution in the field of communication. If we want to optimize the international communication path of our excellent traditional culture and further improve the communication effect of our excellent traditional culture, we must closely use and combine media technology to find a cultural communication path suitable for the rational core of our excellent traditional culture. First of all, we should explore and build a media platform suitable for China's excellent traditional culture, and closely link the two, so as to vividly show the characteristics and connotation of China's excellent traditional culture. Only in this way can the world further enhance the understanding and cognition of China's excellent traditional culture. In addition, by integrating media technology to innovate communication methods, we can further promote the reform and evolution of China's communication theories, further optimize China's traditional international communication path, and enhance the efficiency and quality of China's excellent traditional culture in international communication, so as to further tell Chinese stories and convey Chinese voices.^[4]

4.2. Take the initiative to use media technology to strengthen communication consciousness

If we want to further improve our national image and national symbols, we must carry out the international communication of our excellent traditional culture with more powerful efforts. Based on the background of new technology, we must fully understand the influence and help brought by media platform or media technology to the international communication of China's excellent traditional culture, and must take a proactive attitude to meet the historical tide of media platform or media technology. Only in this way can we take the initiative in the fierce global competition. We must take full initiative to make good use of media technology and apply it to the field of cultural communication. Only in this way can we construct cultural symbols and national characteristics belonging to the image of China in a more conscious and positive attitude. It is necessary to pay full attention to the transformation of communication theory caused by fusion media technology, actively integrate into the development process of fusion media platform construction, and further promote the construction of China's international discourse power and the export of Chinese culture.

4.3. Independent innovation and media technology, grasp the direction of public opinion

Under the background of the new era, to improve the international communication power of culture and construct the international discourse power, we must master the fusion media technology in our own hands, so as to ensure the independence of international communication and the construction of China's discourse power. To further accelerate the speed of about melt media platforms or media technology research and development, through policy support and financial support, to increase the support for media technology innovation and help efforts, to further accelerate the speed of the melting results output of media technology, and through scientific research leads the physical way to promote the application of

media technology and fall to the ground, To improve the international communication power of Chinese culture and the construction of international discourse power to provide tools to help and support. To fully comprehend the third revolution of science and technology, bring changes and opportunities for international communication, to take the initiative to adapt to the historical trend and the trend of era, further enhance the initiative and creativity of using financial media platform in our country, further enrich the results output to strengthen the investment in science and technology, optimization of China's international culture communication tools and gripper. Only in this way can the increasingly innovative media platforms or technologies be used to help and support the construction of China's international voice and the direction of international public opinion, and to further provide public opinion help and cultural support for the construction of a community with a shared future for mankind and the measures to promote the Belt and Road Initiative.^[5]

5. Conclusions

The third scientific and technological revolution, to a certain extent, is transforming our way of life and production, as well as our way of international cultural communication. At present, with the profound application of the concept of a community with a shared future for mankind, how to promote the remolding of the communication mode of our excellent traditional culture and further enhance the influence of Our country in the international public opinion system has become an urgent practical problem to be solved. However, in the practical process, there are still some problems in the integration of media technology and international communication of excellent Traditional Chinese culture, which need to be solved in many aspects so as to further provide theoretical and technical support for the realization of a community with a shared future for mankind. We hope you find the information in this template useful in the preparation of your manuscript.

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