

Research on the Communication Path of Minority Culture in the Context of New Media

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Abstract: *With the rapid development of the Internet and new media technology, new media platforms attract the increasing number of users' attention and provide new channels for the communication of minority culture. In the meanwhile, minority culture communication through new media may pose many potential threats to the connotation and characteristics of minority culture. In this essay, the current situation of minority culture communication under the new media environment will be analysed. Furthermore, the communication path of minority culture in the era of new media will be explored further.*

Keywords: *minority culture, the communication path, new media*

1. Introduction

The rapid advancement of new media caters to people's demand for information communication in modern society and provides a broader platform and space for information communication. "New media" mainly refers to the interactive and integrated media forms and platforms based on digital technology, network technology and other modern information technology or communication technology. With its advantages of fast information transmission, stronger timely effectiveness, better interexchange functions and low threshold for content production, new media has become one of the most influential channels for information dissemination.

The conditions for the information and culture dissemination of the minority have been limited for a long time due to some factors, such as the remote geographical location, the limited infrastructure, lack of talent and education resources, and poor traffic conditions. The popularity of new media breaks the restrictions of geography and conditions to some extent and provides some new ways for the communication and inheritance of minority culture. In the context of the new media, the communication of minority culture relies on the advantages brought by various new media platforms to achieve more influential and efficient communication in an open network environment. However, the communication of minority culture through new media faces some challenges and difficulties in the process of this practice. The analysis of the current situation of minority culture communication through new media can help further explore the communication path of minority culture in the context of new media.

2. The current situation of minority culture communication in the context of new media

Under the background of new media, minority culture communication has gained a broader development space. However, the emergence of some problems has affected the effect of cultural communication and the inheritance of minority culture in the process of making use of new media to popularise minority culture.

2.1 Advantages

Due to the limitation of geographical location and economic conditions, there are many defects in the form, content and channel of information transmission in minority areas, which directly affect the quality and effect of cultural transmission. New media based on Internet technology is open, timely and interactive for the communication of information. The increasing number of people have the right to express opinions and convey information, and it means that users can upload, receive and forward information anytime and anywhere. Therefore, the progress of new media technology has broken the limitation of time and space, and greatly expanded the range of cultural communication in minority

areas.

The development and integration of new media technologies and platforms provide a new way of communication for cultural transmission. New media not only provides different kinds of platforms for cultural communication in minority areas, but also changes the form of minority culture communication to a great extent. Compared with traditional media, new media is more diversified in the form of communication content. New media is no longer limited to a single text, audio or picture. For example, the popularity of short video and live streaming provides a new opportunity for the communication of minority culture. In the communication of minority culture, short but rich content video or live streaming is not only more suitable for the fragmented reading habits of people in modern society, but also can better stimulate the enthusiasm of audience participation. It can increase user stickiness and improve the effectiveness of information communication.

2.2 Challenges

First of all, in the context of new media, the quality of minority culture content in the process of communication is uneven, and the supervision of the content quality is confronted with great difficulties. In the era of new media, the way of information dissemination has undergone great changes, and the scope of dissemination subjects has expanded. Everyone can become the producer, communicator and receiver of the content in the process of minority culture communication. Due to the huge differences in occupation, status, educational background and ideology of these content producers and communicators, there may be great differences in the quality of the minority culture content created by these people. Especially in the era of the short video, some content creators generate superficial and vulgar content about minority culture to attract more audience's attention and gain economic benefits. This phenomenon is not conducive to the promotion of minority culture. In addition to that, in the noisy online environment, the explosive growth of data and the flood of information makes it difficult for people to obtain more meaningful information and high-quality content. How to effectively control and supervise these low-quality and vulgar content has become an urgent problem to be solved.

Second, the fragmented communication feature in the context of new media makes the communication of minority culture superficial and fragmented. People can have extensive access to information anytime and anywhere through new media platforms. However, fragmented information acquisition methods cannot satisfy the audience to acquire the integrity and depth of the knowledge like deep reading and watching methods. To adapt to people's habits of fragmented reading, the content created on new media platforms tends to be micro-narrative, concise and short. For example, on the "Tiktok", a short video may record only a subtle aspect of the cultural customs of the minority. Such communication ways can attract audiences' attention to a certain extent, but fail to give audiences a deeper and complete understanding of minority culture. Superficial and brief cognition may lead to stereotyping and labelling of minority culture.

Third, driven by commercial interests, excessive pursuit of entertainment and popularity in the process of content creation on new media destroys the seriousness and uniqueness of minority culture. In the era of new media, many people, such as local people and tourists, just record life and create content with an entertaining attitude through new media platforms, and they do not be aware that the content may become part of the communication of minority culture. This type of content can be casual and performative. There are also some content creators and communicators who try to cater to the public interest and aesthetic tendency in the process of content creation and communication to attract the attention of the audience and pursue economic benefits. In order to satisfy the taste of the public, these content creators may change some elements of minority culture, or add some elements that are not the minority culture in the process of content creation, which will greatly destroy the uniqueness and originality of minority culture, and even shake the foundation of minority culture.

3. The exploration of the communication path of minority culture in the context of new media

In the era of new media, the transmission of minority culture should take advantage of the opportunity to improve transmission forms and broaden channels in order to realize the all-around and multi-dimensional development of minority culture. However, those problems that appeared in the process cannot be ignored. It is extremely necessary to seek suitable solutions to deal with these problems and truly help the communication and development of minority culture.

3.1 Cultivate key opinion leaders and take advantage of celebrity effect

In the era of new media, the explosive production of content leads to the accumulation of junk information. Key opinion leaders (KOLs) is playing an increasingly critical role in the selection and filtration of information in an open and noisy online environment. KOLs have expertise in a vertical field and can professionally generate content in that field. KOLs also have relatively stable fans with certain loyalty and stickiness. It is an effective way to excavate and cultivate some reliable and professional KOLs to improve the communication effect of minority culture. In the past, professional content production was rare in the cultural communication of the minority. Most of the minority culture content published by local residents and web celebrities was fragmented and cluttered. Therefore, it is necessary to excavate and cultivate KOLs in the field of minority culture, which can help people obtain high-quality content of minority culture in the noisy and complex online environment.

Taking advantage of the celebrity effect is also a strategy that can attract a large number of fans to pay attention to the spread of minority culture. According to McCutcheon, Lange and Houran (2002), high-level worship is featured by the strong empathy for celebrities, over-identification with the celebrity, compulsive behaviour, and obsession with the life details of the celebrity. It would be argued that celebrities' actions have a huge impact on fans' perceptions and behaviour. Fans pay attention to what the celebrities say and do, focus on all the things the celebrities promote and imitate the actions of the celebrities. If celebrities with a large number of fans are well guided to participate in the communication of minority culture, the popularity of minority culture can also be effectively enhanced.

3.2 Deepen the content and return to the culture itself

In the era of new media, due to the expansion of the main body of communication and the obvious purpose of profitability, some communicators create vulgar, overly entertaining and commercial content, and even modify the elements of minority culture to cater to the tastes of the audience. To confront the huge challenge, the creation of minority culture content must return to the original nature of minority culture. At the same time, the communicators should be encouraged to do in-depth research of minority culture content for exploring minority culture elements with the representative, unique, and original characteristics. A variety of unique and rich visual and auditory symbols are used to shape the cultural images of the minority, which can help arouse the audience's special associative memory of minority culture and enhance the propaganda effect of minority culture. As well as that, in order to break the fragmented transmission of minority culture, it is necessary to improve the detailed record of culture and customs of the minority in the process of content creation. Increasing the text length and video length of a single piece of content, or creating continuous content, can make the audience accept more systematic and complete minority culture, which is conducive to the audience's understanding of the integrity of minority culture.

3.3 Strengthen the interaction with the audience

In the era of new media, everyone is the sender and receiver of information, and the two-way interaction of information is truly realized. The interactive nature of new media makes it easier for audiences to deepen their memory and cognition of minority culture in their minds. The great effect of communication needs to achieve empathy with the audience, firmly grasp the emotional needs of the audience in the process of mining the content. Adhering to the people-oriented approach and identifying the emotional needs of the audience can help create content that can arouse the emotional resonance of the audience, increase user stickiness, and enable the audience to consciously recognize and understand the cultural connotation of the minority by establishing emotional connections. By building a solid communication bridge on the new media platform to interact with the audience, content creators can timely understand the needs of customers, and create high-quality content that can be easily accepted by the audience. In addition to that, this interactive communication with the audience can also help achieve word-of-mouth effects by guiding users' comments and feedback. Kim, Park and Park (2013) note that this "word-of-mouth effect" promotion way is usually achieved with the help of the reviews of the public and some academic experts on the social media platform. The great word of mouth on new media platforms naturally can help to draw a large number of audiences to learn more about minority culture or even go to the minority areas to experience it.

3.4 Achieve multi-channel and multi-platform integrated communication

Minority culture communication has gained greater space and more platforms in the context of new media. The communication of minority culture can make good use of various forms of new media technology and different new media platforms with a large number of users to build a sustainable content and communication system. Each platform has its own unique content style and diversified content forms, which can attract different types of audiences. According to different characteristics and preferences of new media platforms, media accounts with distinctive minority features that focus on different forms of content creation should be created on new media platforms to present cultural customs and landscapes of the minority. Through the integration of multi-channel and multi-platform, the communication of minority culture realises mutual advantage complement and multi-party linkage of various platforms, thus establishing a diversified, interactive and deeply integrated communication system.

3.5 Improve the supervision mechanism of platforms and enhance the responsibility consciousness of communicators

In the noisy new media environment, it is necessary for the audience to get high-quality content with the support of relevant management departments. Relevant management departments should improve the platform supervision mechanism and rapid response mechanism, and constantly monitor the network environment. Related departments should also give great guidance in hot topics and direction of minority culture in the new media platforms, and take measures to severely punish accounts that promote vulgar culture and distort minority culture elements. In particular, the behaviour and speech of opinion leaders should be supervised so that opinion leaders can truly guide the value orientation of the whole society. As well as that, it is extremely crucial to guide communicators to set up the correct values and improve the social responsibility consciousness of minority culture communicators.

4. Conclusion

In conclusion, the rapid development of new media has profoundly changed the way of the communication of minority culture, which has broken spatial and time limitations of minority culture communication, greatly expanded the scope of cultural communication and improved the effect of minority culture communication. However, there are a series of inevitable problems in this process, mainly including difficulty in regulatory, huge differences in content quality, fragmentation of content, and the tendency of over-entertainment. In the noisy new media environment, it is particularly urgent to find the development path suitable for the dissemination of minority culture.

In order to cope with the challenge effectively, it is necessary to explore the development path of minority culture communication from multiple perspectives, including communicators, content, audiences, communication channels and supervision mechanism, that actually can help to generate rich content of minority culture and engage the audiences on the large scale to contact and learn minority culture in an increasingly noisy online world.

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