

The Cultural Communication of Western-style Buildings in New Media Era

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Abstract: In the era of new media, the traditional development model of cultural and tourism industry has been impacted. Cultural and tourism communication needs to realize the deep combination of "Internet +" and "culture +". This paper proposes some suggestions on the spread of Western style architectural culture in Tianjin through the analysis of the current situation and problems of cultural communication of western buildings in Tianjin in the era of new media. We will mainly discuss its problems from the perspectives of increasing intelligent interactive communication, accurately positioning communication direction, integrating into the new media era, expanding cooperation channels, etc., and expect to provide references for other research on new media communication.

Keywords: New media era, Tianjin Western-style culture, Cultural diffusion

1. Introduction

Western-style houses and buildings in Tianjin are one of the architectural heritage groups with the most distinctive characteristics of modern China's economic and social development. They bear the historical footprints of the globalization and diversification of Chinese civilization in more than one hundred years, and have rich cultural tourism value. In recent years, with the advent of the new media era, the speed of information transmission has been accelerated, and the traditional way of cultural transmission has been unable to adapt to The Times, and at the same time, it has hindered the communication and development of Tianjin House culture. Many scholars have expressed their opinions on the use of new media for cultural publicity and promotion. For example, Zhu Wei once believed that the Internet is an important medium for current cultural communication. Sun Yijun et al. believed that new media provided unprecedented possibilities for spreading and enriching social culture. As a part of post-modern culture, it provides a strong driving force for cultural transmission. Based on this, this paper follows the trend of the new media era, analyzes the reasons for the stagnation of cultural communication in Tianjin buildings and the existing problems in the current situation of cultural communication in Tianjin buildings. We put forward the communication strategy of Tianjin House culture, innovate the way of Tianjin House culture communication, and put forward reasonable suggestions on how to spread Tianjin House culture in the new media era[1-3].

2. Cultural travel Communication in the new media era

The age of new media means the age when digital media prevails. The concept of new media was first put forward by the United States, which is a new form of media developed after traditional media such as newspapers, radio and television. With the rapid development of the Internet, personal media has gradually become the mainstream. We have entered the stage of intelligent digital new media, and the peak of the new media era has arrived.

In the era of new media, people can choose their own content and share what they see and hear through new media. With the increase of social pressure, people need more physical and mental relaxation. Therefore, the content of cultural and travel communication tends to be personalized and entertaining, which is consistent with people's preferences. In recent years, many short video platforms have emerged, from which it is not difficult to see that in the era of new media, concise and efficient cultural and travel communication content has a wider audience. People's multi-dimensional demand has gradually emerged in the era of new media, and many software with different positioning came into being. It can be seen that in the era of new media, the form of cultural travel communication is diversified and three-dimensional.

In the era of new media, the audience of cultural tourism is more and more broad, and tends to be younger, popular and international. With the appearance of personalized and diversified cultural tourism publicity, more young people are attracted to it. With the development of network technology, cultural tourism is no longer a privilege for some people. People can learn what they are interested in through the network platform. Advances in technology have made "online travel" a reality. The emergence of VR panoramic display and aerial video breaks through regional and international restrictions, allowing more international friends to pay attention to the relevant content. Therefore, there is great potential for the inheritance and development of cultural tourism in the new media era[4-6].

3. The current situation and problems of image communication of Western-style buildings in the era of new media

3.1 Limitations of dissemination

The cultural tourism value of Western-style buildings is reflected in its unique architectural style and historical heritage, as well as in the coordination of the overall planning and configuration of the urban area and the comfort brought by the residential life. The main body of communication is often limited to traditional media such as newspapers and periodicals, television, etc., relying on traditional forms of pictures and words. In today's gradual decline of traditional communication media, the lack of sound and picture sense of communication is difficult to bring immersive intuitive feelings to the audience, making the dissemination of the image of Western-style buildings fall into an unfavorable situation of limited content. In addition, due to the traditional content and slow transformation, lack of technology and platform, works that do not conform to the reading habits of the audience, etc., it cannot meet people's demand for spiritual and cultural content and rich forms in the self-media era and is gradually eliminated, resulting in the existing new media platforms are difficult to retain attention and have limited influence. In terms of video, most of the official promotional videos choose large-scale, long-lens bird's-eye shooting or time-lapse photography, which is a traditional, documentary-style content display that is difficult to arouse the audience's interest, resulting in low page views, let alone converting web browsing into actual tours. However, private photographers pay more attention to recording themselves, limited by resources and technology, lack of understanding and understanding of Western-style buildings, and lack publicity about digging deep into the value of Western-style buildings.

3.2 The mode of transmission is backward

Most of the cultural dissemination methods of Tianjin Western-style buildings are limited to local offline sightseeing and commercial consumption, and do not create a complete cultural tourism publicity model for the cultural value of Western-style buildings, so that their empty shells have lost their own cultural connotation and historical customs. The renovation and protective development of Western-style buildings only combines the unique architectural style of Western-style buildings with commercial shops, and does not give corresponding cultural value, and the physical buildings of Western-style buildings and the lifestyle, cultural customs and historical customs of Tianjin people in Western-style buildings are not well integrated, resulting in the low-end and ordinary commercial operation model of Western-style buildings. Online, however, the dissemination of tourism information relies only on government propaganda and lacks experience evaluation and feedback from users. In the information age, the inability to understand market demand has become a major disadvantage of Tianjin Western-style building publicity[7-8].

3.3 Propaganda dynamics is insufficient

When it comes to Western-style building architecture, the first thing that most people think of is the "Ten Miles Ocean Field" by the Huangpu River. Few would have thought that Tianjin still retains historical relics from the last century. Cao Yu's "Thunderstorm" based on the customs and customs of Tianjin is believed by many to be based on Shanghai in the twenties of the last century. In fact, Tianjin Western-style Building is not inferior to the Ocean Tower complex in terms of architectural level, artistic beauty, cultural heritage, and historical and academic research value. But one of the main reasons for the lack of popularity is the lack of proper publicity.

"Culture is the core of tourism, and tourism is also the main body of culture" has become an important consensus on the integrated development of culture and tourism in recent years, and has led the cultural development of various places. From this point of view, the promotion of Western-style building culture still has a long way to go. At present, the combination of immersive visiting experience

of Western-style buildings and chain industry is very popular, but the media of digital technology has not been deeply embedded in the communication process. For example, the well-known online live broadcast method, online VR panoramic display and VR immersive experience, Tianjin Western-style Building has not yet made such attempts.

3.4 Lack of consumer perspective, communication discourse blunt and old-fashioned

From the perspective of tourism communication, tourism is not only a simple economic transaction behavior, but also a cultural production and cultural sharing activity, and a process of dissemination of economic and cultural values. The dissemination of tourism culture should not be a kind of promotion of tourism products or an external propaganda method, but a collaborative mode of coordinated participation and sharing of tourism cultural information among various subjects such as governments, tourism management departments, tourism practitioners, and tourists. At present, the tourism culture communication of Western-style scenic spots is still the main channel controlled by the government, tourism management departments and tourism practitioners, and the official announcement of tourism policies, tourism achievements and tourism characteristics is carried out to the public from the perspective of managers, or to improve economic income and increase the flow of tourists as the starting point, to promote tourism products and tourism services, marketing awareness is obvious, economic traction is strong, and consumer-oriented awareness is sidelined. This kind of publicity mode makes tourists unable to experience the beauty of the scenic environment and the charm of culture, and it is difficult to achieve emotional resonance and generate the idea of tourism[9-10].

4. The way of cultural communication of houses in the new media era

4.1 Intelligent interactive communication

In the Internet era, the marketing of cultural tourism industry must always focus on the needs of consumers. For the local, the image of the building can be spread by the Internet big data of related enterprises, it is more convenient to find and lock the target population and potential customers, the building story in multiple forms. Through big data and intelligent logic analysis, we can draw accurate portraits for users and select potential tourists who are interested in foreign buildings according to consumers' preferences. At the same time, we can adjust the way of cultural and tourism integration and change the marketing strategy according to the user's response. When the content meets the needs of users, the system will continue to push relevant content based on big data, further improving the accuracy of publicity and avoiding ineffective publicity. We can also use the evaluation and recommendation of visitors to achieve the effect of fission propagation. In the era of new media, the development of digital technology affects people's life style. Embedding digital technology into cultural and travel communication will also become a trend. Through virtual reality (VR) and other technologies, with "experience" as the core competitiveness, combined with the trend of The Times, to enhance the interaction and entertainment, to realize the cloud tour of the buildings, and in the process of setting up interactive points, such as "restore the original appearance of the buildings", "role play" and other forms. In the process of interaction, visitors can understand the architectural story and history knowledge, so as to achieve the purpose of cultural and tourist integration.

4.2 Precise positioning of the direction of transmission

The original way of life, values, cultural customs and geographical environment of people living in the area of foreign house constitute the unique regional characteristics of foreign house culture. The main part of Tianjin House culture dissemination is not only the popularization of house history and the anecdotes of famous people's former residences, but also the preservation of the real life status of Tianjin people in Tianjin House. The direction of cultural communication of western houses should be positioned to protect the original culture and history while protecting the physical environment, rather than relying solely on written records. We should make foreign buildings become "living fossils" by integrating them with the "We media" in the new era. We should combine commercialization with our own cultural and historical advantages to create historical themed cultural shops and punch clocks, so that they can display their inherent cultural values with their own customs.

4.3 We will optimize the promotion mode of residential buildings

Today's tourism is not only a simple consumption activity, but also a value and culture sharing activity. The sharing of value and culture should be an activity in which tourism managers, tourism operators, local residents, tourists and social organizations, as well as various network platforms

participate in, jointly edit and disseminate information, exchange activities and transfer values. Tourists relying on these resources can establish interest groups. It is "a subculture system based on identity, which builds interest-based 'circles' with interest and emotion as the core, and forms a 'circularization 'cultural communication mechanism'". Qyuan groups share tourism information through volcano, Tictok, Zhihu, QQ, Weibo, wechat, and tourism APP to realize the fission and spread of house tourism culture. Qyuan groups can also use new media platforms to promote the culture of houses, historical buildings, historical stories and scenic spots, so that tourists can directly participate in the construction of digital tourism culture, stimulate them to give full play to their own advantages and form an immersive experience. At the same time, all parties can invite some network V to visit tourist attractions, make use of their influence as "opinion leaders", and spread the image of foreign buildings with the help of new media platforms.

4.4 Create Western-style architectural cultural and creative products

Give full play to the advantages of new media and create cultural products of foreign houses. Interesting cultural and creative products are favored by people, which is very beneficial to the communication of related cultural and tourism. By taking advantage of new media and collecting public opinions extensively. We can create more personalized literary and creative products of foreign houses and promote the development of foreign houses and cultural tourism.

Collect data online, use Weibo, Xiaohongshu, Douyin and other platforms to initiate voting, open the comment function, widely collect public opinions, and use the collected data for product optimization. On the one hand, it attracts more people to participate in the cultural and creative design process, so as to build more personalized cultural and creative products. On the other hand, it can increase the exposure of cultural and creative products and house culture, which is conducive to the spread of house cultural travel culture.

4.5 Expand cooperation channels and enhance social influence

In view of the problems facing the tourism resources of Tianjin Mansions, it is necessary to take its social value as the main entry point and link the cultural communication of mansions with social development. We should adjust the industrial chain of houses and take the cultural core value as the main brand of houses in Tianjin.

For the protective development of Tianjin buildings, it is necessary to break the entertainment experience that only stays in "sightseeing". First of all, we should raise the awareness of the protection of Tianjin Western-style architectural relics and the restoration of Tianjin Western-style architectural historical and cultural features, so that the municipal government, tourism development departments, urban planning departments and people from all walks of life can realize the importance of protecting Tianjin Western-style architectural culture and the inherent value contained in Tianjin Western-style architectural culture. New media can fill the gap. In today's popular short videos, photos and texts, more novel ways of expression is the point that can access the public. Using Douyin MCN to create a Douyin operating number exclusive to Tianjin residential buildings. Then by cultivating Internet celebrity accounts, integrating the resources of houses and creating exclusive brands, the publicity and promotion of Tianjin houses are combined with popular topics, such as cross-dressing, tourism and other hot topics, so as to improve the popularity of Tianjin houses. In addition, digital media technology will be utilized to visualize and digitize the buildings and building the "territory" of Tianjin buildings in the network world. Making small programs, learning from the experience of VR cloud tourism in scenic spots like "Forbidden City", and concentrate the specific features of foreign buildings into data and mobile phones. At the same time, we will build Tianjin foreign house cultural and creative products online shop, improve its economic benefits. In addition, the network broadcast should be combined with the publicity of buildings. In the era of new media, more and more people learn more cultural knowledge and common sense through public platforms such as the Internet. We will train relevant house accounts on Weibo, Douyin, Xiaohongshu, wechat video account and other platforms for live broadcast, publicize and explain the history of house in the studio, let more people know about house and enter house, and promote the spread of house culture tour. By combining the advantages of new media with the characteristic culture of houses, we can expand the influence of publicity, attract tourists to punch in and experience, and make Tianjin Houses "live" in the new era.

4.6 Talent cultivation

Talent is an extremely important part of economic development. Under the integrated development of new culture and tourism, the upgrading and transformation of the tourism industry has a greater demand for talents and a higher and more diversified requirement for professionals. This requires us to

optimize the talent structure and cultivate compound tourism talents who master information media technology and tourism management. Including cooperating with Douyin MCN to cultivate full-time Internet celebrities of Tianjin Foreign House, cloud docent of Tianjin Foreign House, VR cloud tourism programmer, account operation person, etc. There are also tourism management talents and planning talents in Tianjin Mansions. It is necessary to make a more reasonable, detailed and scientific plan for the cultural street of foreign buildings. We need to make more detailed classification of the construction management work of foreign buildings, so that the work is linked to each other and the division of labor is clear. In this way, a closed loop can be formed to construct a complete appearance of buildings in the new media publicity, so that it can support the development of the offline tourism of Tianjin buildings after certain achievements in publicity and promotion. It is necessary to adhere to the "one post, one person" position management mode, so that each building is assigned to a dedicated person, so that the building can present a more diversified and multi-angle style with the support of new media.

5. Conclusions

To sum up, small houses in Tianjin are one of the historical and cultural buildings with the most epochal characteristics in modern China. They symbolize the integration of Chinese and Western cultures and are an extremely rich historical treasure house. However, faced with the current development situation, it is still necessary to update the communication mode. In the era of new media, if Tianjin House culture wants to have a long-term communication prospect, it is necessary to make full use of the combination of "Internet +" and Tianjin House culture. Follow the trend of the new media era, enhance the interaction, create their own personalized advantages, expand the communication channels, and bring more quality experience to the audience. Finally achieve the effect of promoting the wide spread of Tianjin house culture. In the future, after achieving some success in cultural communication of Tianjin Houses, it is expected to realize the integration of multiple links of "culture, creativity and digital" and achieve a virtuous cycle.

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