

Research on the External Communication Path of Chinese Culture in the New Media Era

Na Gao

School of Humanities, Xi'an Shiyou University, Xi'an 710065, China

ABSTRACT. *With the rapid development of the Internet, China has entered the new media era. New media with its instant, interactive and personalized characteristics and advantages are more and more recognized and accepted by the public, and its role in the dissemination of Chinese culture is becoming more and more significant. Under the background of "the Belt and Road Initiative" construction, we must not only focus on the internal spread of Chinese culture, but also make full use of the new media technology to innovate the communication path, so that China's excellent culture can "go out", transmit the Chinese voice to the world, and tell the story of China.*

KEYWORDS: *New media, Chinese culture, External communication, Path*

1. Introduction

At present, the way of social information transmission is increasingly networked and integrated with media, and the audience's habit of receiving information also tends to the development of Internet sharing platform. The dissemination of Chinese culture should keep pace with the times, break the fixed thinking, adopt the new media platform of "Humanistic sharing", and realize the successful transformation of traditional cultural communication concept in the new media environment with a new thinking mode.

2. Overview of New Media

With the rapid development of modern information technology and science and technology, the application of new media comes into being, which affects more and more human production and life. The term "new media" originated in 1967 and was proposed by P. Goldmark, Director of CBS Institute of Technology. It is defined from the three levels of technology, channel and service. It is a modern media form that uses digital technology, network technology and mobile communication technology to provide users with integrated information and entertainment services such as video, audio, voice data services, online games, distance education and other

channels through the Internet, broadband LAN, wireless communication network and satellite. It includes mobile media, digital TV, Internet new media and outdoor new media.

According to the latest research by Editor & Publisher, about one-third of online e-news users have lost interest in traditional media. TV ratings have dropped by 35%, radio ratings by 25%, and newspaper buying rates by 18%.^[1] Thus, the influence of traditional paper media and television media on the public is decreasing. At the same time, the new media technology of mobile Internet has become the first choice for many people to obtain information due to the advantage of high utilization rate of fragmented time. In addition, compared with newspapers, radio, television and outdoor traditional media, new media also shows more and more powerful vitality and influence with faster transmission speed, more diversified communication methods and higher communication efficiency. In particular, the new Internet media, with its characteristics of personalization, rapidity, interactivity and diversity, has become an important channel for information transmission in today's society.

3. The Importance of the Dissemination of Chinese Culture

“External communication” mainly refers to the adoption of single communication method, two-way interactive technology, comprehensive utilization of uncontrollable media and controllable media, targeting foreign audiences as the target audience. It aims at seeking the international community's understanding and understanding of China Identification as the goal, and creating a good international environment for China's development as the ultimate goal of foreign communication activities.^[2]

China is one of the countries with the longest history and civilization, so Chinese culture bears the historical evolution of thousands of years. Traditional culture, represented by martial arts, tea and quyi, has also attracted the attention of Chinese culture lovers from all over the world. In the pluralistic world culture, Chinese culture should occupy a place.

Culture is not only a spiritual force, but also a symbol of soft power. Especially for developing countries, culture is an important spiritual weapon to safeguard national interests and security in the competition of comprehensive national strength. The dissemination of excellent Chinese culture to the outside world is a manifestation of cultural confidence, which is conducive to the establishment of a good international image and the expansion of international influence.

With the accelerating process of globalization, China's exchanges with the world are becoming more and more close, which will inevitably be impacted by foreign cultures, such as Christmas, Korean wave culture. Facing the impact of foreign culture, we should strengthen cultural confidence, spread excellent Chinese culture to the world, and let the world feel the charm of Chinese culture.

Through the Belt and Road initiative, the world is also more closely linked. As a bridge of communication, culture also plays an important role in international

exchanges and cooperation. The dissemination of Chinese culture to the outside world is not only the internal spiritual needs of China to promote excellent culture, but also the practical needs of the world to understand and understand China.

4. The Path of Chinese Culture's External Communication in the New Media Era

4.1 To Support and Encourage the Development of Chinese Cultural Programs

The wider and effective spread of culture is inseparable from the government's encouragement and support. In recent years, Chinese cultural programs have been well received by the public. For example, Chinese culture and language programs such as *Chinese Bridge*, *Chinese Character Dictation Contest*, *Chinese Good Poetry* and other Chinese culture and language programs have been widely spread by relying on the Internet and new media. Therefore, the state should support and encourage the development of Chinese cultural programs for groups at home and abroad in terms of policy, so that these programs can maximize the benefits of Chinese culture communication by taking advantage of the "east wind" of modern new media.

At the same time, the government should improve the construction of foreign cultural communication website and network platform from the national level, and form an organization for cultural network communication to provide technical guidance for the construction of Chinese culture dissemination. In addition, we should pay attention to the training of network and new media technology application talents.

4.2 To Innovate the Communication Mode of Diplomatic Year and International Culture and Art Festival

Overseas Chinese are important communication subjects for the dissemination of excellent Chinese culture overseas. The combination of new media and Chinese and overseas Chinese will form a powerful power for the external dissemination of Chinese culture. International cultural activities, such as the Asian Art Festival and the Year of Diplomacy, are gradually pushing China's excellent traditional culture to the whole world. On September 15, 2019, the local overseas Chinese in Rome, Italy, held a dragon boat race to celebrate the 70th anniversary of the founding of new China.^[3] In the new media era, overseas Chinese can also set up online Chinese culture and art festival activities with overseas as the main venue. By using multimedia technology, Chinese culture in the activities can be more widely spread through the channels of new media. Through online real-time interactive technology, more people can participate in it, expand the audience, and enhance the audience's sense of cultural experience and participation. We should be good at using new media to innovate the ways and characteristics of holding the year and international cultural and art festivals.

4.3 To Optimize the Teaching Methods of Confucius Institute

The Confucius Institute as a representative of the Chinese language education institutions is also an important channel for the dissemination of Chinese culture. As of December 2019, there have been 550 Confucius Institutes and 1172 Confucius Classrooms in 162 countries and regions around the world. Chinese teacher volunteers also constitute a large group of Chinese culture.

In teaching Chinese as a foreign language, teachers should be good at using modern means such as multimedia, with the help of novel and interesting graphic information, video, audio and so on, so that Chinese culture can be presented to the audience in a more vocal and emotional form. For example, the online game interactive software It can be used to design Chinese culture topics for knowledge competition. It can not only enhance the interaction with students, but also let students learn Chinese culture in the game. In terms of hardware facilities, we should also strengthen the investment and equipment of modern equipment in the cooperative colleges, so as to make better use of new media for vivid cultural communication and promote the in-depth development of teaching work.

4.4 To Establish Online Cultural Education for International Students

Students studying in China are not only the personal perceivers of Chinese culture, but also the messengers connecting China and the outside world. They are also the indirect subject of cultural communication. The dissemination of Chinese culture to overseas students in China is also a way of cultural communication. In addition to offline classroom teaching, hosting online Chinese cultural exchange activities such as “cloud display” of Chinese culture, or establishing WeChat official account for Chinese students from different countries to promote knowledge of Chinese culture online is also a new way to enrich students' understanding of Chinese culture by using new media.

To strengthen the training and research of international students in China, to stimulate their interest and love of Chinese culture, and to give full play to the unique advantages of “connecting China and foreign countries”, international students will contribute to the international dissemination of Chinese culture and promote the cultural integration and development of different countries and regions in the world.

4.5 To Encourage the Spontaneous Communication of Folk Lovers

The arrival of the new media era provides a broad platform for many Chinese culture folk lovers to carry out the dissemination of excellent traditional culture. Everyone can also act as the information publisher. Li Ziqi and her works have become popular abroad. With the help of new media on the Internet, traditional Chinese culture has been seen by the world. Many Chinese clothing, guzheng (a 21-or 25-stringed plucked instrument in some ways similar to the zither), drama,

calligraphy, martial arts and other traditional culture individual fans have also used the advantages of new media, such as fast transmission speed, simple operation and strong interaction, to show the charm of Chinese culture to the world on international microblog, TikTok, YouTube and other international network exchange platforms. The spontaneous communication behavior of these folk lovers is also an important force to spread Chinese culture to the outside world.

5. Conclusion

Chinese excellent culture is not only national, but also world-wide. General secretary also stressed that “we should promote the creative transformation and innovative development of Chinese civilization, activate its vitality, and enable Chinese civilization to provide the correct spiritual guidance for mankind with the colorful civilization created by people of all countries.” Therefore, we should pay attention to the external dissemination of excellent Chinese culture. The rapid development of new media provides us with a new way of thinking to promote the popularization and dissemination of Chinese excellent culture overseas. We should be good at spreading with the help of modern Internet and new media, let the world appreciate the charm of Chinese culture, and strengthen the exchange and interaction between world cultures.

References

- [1] Yu Li (2015). New media expression of traditional media [J]. News outpost, no.2, pp.60-61.
- [2] Wu Zixuan (2013). Foreign communication translation: thinking and practice [M], pp.8-9.
- [3] Xu Liang (2019). The “Belt and Road Initiative” construction, and the Countermeasures for spreading Chinese traditional culture [J], no.12, pp.44-47.