

# Research on the Innovative Development and Dissemination of Chinese Excellent Traditional Culture under the New Media Environment

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**Abstract:** Nowadays, in the trend of economic globalization, the cultural differences between different countries and nations are gradually narrowing. In recent years, the efforts to promote China's culture to go abroad have been increasing. Some Chinese cultures go abroad in the form of new media, which makes more people realize and like Chinese culture. Using new media to spread Chinese culture can not only make Chinese traditional culture go to the world, but also make traditional culture have its own direction and goal in the development trend of the new era. What's more, in the process of cultural dissemination, new media technology, as a modern way of dissemination, breaks the limitations of space and time. The advantages of new media technology enable Chinese traditional culture to show its charm to the world. For example, in recent years, the Palace Museum has produced app programs such as "the beauty of Yin Zhen" and "auspicious omen of the Forbidden City", etc. by using new media interaction technology, people who do not have the opportunity to visit the palace museum can watch the classic art works closely, and through a series of interactive methods, users can get the interactive experience that can't be obtained in the museum site. In this situation, it is necessary to give full play to the advantages of new media technology, break the backward transmission mode of traditional culture, and attract the public's attention through careful planning and combining with technical requirements according to the needs of the society, so as to create national fine art and promote traditional culture.

## 1. Introduction

Chinese traditional culture has a history of thousands of years and is unyielding and rich in meaning. It is the crystallization of the wisdom of the working people and has a very strong vitality. It still exerts a profound influence on the Chinese nation. With the continuous progress and development of social economy, science and technology, people's traditional values are tested, and the rapid development of new media technology makes the application of new media penetrate into every field of life. The rapid development of new media technology is a new manifestation of the combination of technology and art, which provides a new form of expression for the dissemination and application of traditional culture, and traditional culture also gives new media technology higher connotation. Therefore, the application of new media technology in the dissemination of Chinese traditional culture in the new media environment is not a simple pile up of modern technology and traditional culture, but to give traditional culture a new form, and constantly improve and innovate, so that new media technology carries the oriental classical culture, shining on the world stage.

## 2. Current Situation of the Study

### 2.1 Study Abroad

New media art originated from Europe and the United States. In the 1960s, television, tape recorders and cameras became the carriers of the earliest new media art. Affected by the backward science and technology, and the poor equipment, the new media art at that time was also called "video art". In the United States, the popularity of new media is rapid. In the 21st century, about one-third of online e-news users in the United States have lost interest in traditional media. Television ratings

have dropped by 35%, radio ratings by 25%, and newspaper purchases by 18%. It can be seen from this that the emergence and development of new media in the United States is coming rapidly. In Japan, the new media animation industry is a new field of development. Animation in the 21st century has gradually moved from traditional print media to television, film, network, mobile phone and many other new media fields. Japanese new media animation is divided into network animation and mobile animation. “Soft Chariot”, a popular flash work in 2006, is a successful example of network original animation from planning to production to final sales. The new media animation industry in Japan has become a stage of continuous innovation and improvement of technology and art.

## **2.2 Domestic Research**

In today's society, the rapid development of new media technology, the application of new media technology makes art appreciation more solid and real. Compared with the expression form of new media technology, the expression of traditional art is relatively simple, static and passive. On the one hand, it limits the appeal of traditional art, on the other hand, it hinders the promotion and dissemination of traditional culture. Chinese traditional culture has a long history and rich connotation, which is the symbol of the spiritual civilization of the Chinese nation. Spreading and carrying forward the traditional culture is the key to shaping the image and self-esteem of a country and a nation, and an important step for China to go to the world. Therefore, in the information age with such a developed network, the application and dissemination of Chinese traditional culture in the environment of new media, and how to combine technology and art perfectly, are questions worth our continuous discussion.

In 2018, Dai Yanliang started from the relationship between new media and traditional culture in Research on the Application and Dissemination of Chinese Traditional Culture in the Context of New Media [1] to explore the application and dissemination of traditional Chinese culture in the context of new media, so as to promote the development and inheritance of traditional Chinese culture.

In 2019, Huang Weiguo and Lu Qiongqiong put forward in Discussion on the Dissemination Dilemma and Countermeasures of Chinese Traditional Festival Culture under New Media [2] that traditional Chinese festival culture is an important part of the history and culture of the Chinese nation, with profound meaning, rich content and long history. However, with the frequent cultural exchanges, commercial and media attention to western festivals, the dissemination of traditional Chinese festival culture is declining. In the context of new media, the dissemination dilemma of Chinese traditional festival culture is increasingly prominent, but it also ushered in a new round of opportunities, and the dissemination dilemma of Chinese traditional festival culture under new media needs to be solved urgently.

The above study of Chinese excellent traditional culture under new media provides a good foundation for us to further study the dissemination and development of Chinese excellent traditional culture in the environment of new media. On the basis of these studies, this paper tries to explore the effect and mode of Chinese excellent traditional culture dissemination in the environment of new media from the macro level, so as to provide theoretical support and practical basis for the research of Chinese excellent traditional culture in the environment of new media.

## **3. Reasons for the Development and Dissemination of Chinese Excellent Traditional Culture in the New Media Environment Can Be Divided into Three Parts**

### **3.1 The Strategy of “One Belt, One Road” is Boosting.**

The construction of one belt, one road is a major strategic conception put forward by the Party Central Committee with Xi Jinping as general secretary. It is an important measure to realize China's dream of “two hundred years” plan and the great rejuvenation of the Chinese nation. One belt, one road, is the cultural exchange and cultural cooperation. It is the basis for people to meet each other along the road. It is an important soft power that complements each other, which is the policy exchange, the facilities interconnection, the trade flow and the capital convergence. “One belt, one road” strategy requires more diversification of the fields, contents and ways of cultural Dissemination

and cooperation. This strategy also provides policy support for the spread of traditional culture in the new media.

### **3.2 There Are Many Users of New Media.**

With the development of economy, technology and new media, the application of multimedia has penetrated into every aspect of people's life. Take WeChat for example, according to the statistics of phoenix technology in 2016, 50% users use WeChat for 90 minutes every day, and the average daily users reach 760 million in September. It can be clearly known that as one of the functions of WeChat, WeChat official account can have a very wide audience. Although the dissemination effect of official accounts is difficult to directly form a strong social influence, its split propagation allows all the information that enters the WeChat propagation process to have an impact that cannot be underestimated. Therefore, WeChat dissemination can greatly improve the influence of traditional culture in the public.

### **3.3 New Media Has Many Advantages.**

The WeChat official account, which is the carrier of information dissemination in WeChat, is characterized by rich content, short space, simple and interesting features. Because of its combination of text, image, sound and video, it can reduce the boring feeling of browsing the past cultural information and give people a sense of relaxation in the process of spreading traditional culture. In addition, official account can update content regularly, and can also use hyperlinks to import articles in the end of the latest article, so that readers can review the contents of the past and disseminate the content. This way can not only timely push the information about traditional culture for the public, but also will not make the public feel boring. On the contrary, it will make them more interested in traditional culture.

Timely feedback and strong interaction. After an article sent out by WeChat official account, people can interact with articles through the message function, write their own reading experience or give advice to the team who operates the official account behind the scenes. The official account team will interact with or feedback to users' opinions in time according to the user's message.

## **4. The Specific Measures for Implementation:**

### **4.1 We Should Strengthen the Dissemination of New Media in Traditional Culture.**

Although today's new media dissemination range is far beyond the previous paper media, it is a new thing to spread traditional culture with the help of new media. The post-80s and post-90s may be familiar with the use of new media such as WeChat, but most of the post-60s and 70s' generation still stay in social contact and circle of friends. It is difficult for them to understand traditional cultural methods by using WeChat. Therefore, in order to make more people understand the spread of culture, we need to increase the efforts of new media to spread traditional culture. We can use WeChat public platform and other new media platforms to strengthen the publicity of traditional culture; various new media platforms can strengthen cooperation and actively promote traditional culture, for example, we can hold some national competitions to find the most beautiful traditional buildings and find the most interesting traditional folk customs around the country. Through this unique competition, the public can learn more about traditional culture.

### **4.2 Innovating the Dissemination Content of Traditional Culture.**

At present, the society is in an era of knowledge explosion. It is easy for the public to obtain all kinds of information, whether it is international news or entertainment gossip. In contrast, the attention of traditional culture is not high. For the public, the content of traditional culture has always retained an obscure impression, or the traditional culture should be superior and beyond the reach of ordinary people. Therefore, in the process of spreading traditional culture, new media should have some form of innovation. For example, when new media are used to push traditional cultural content, "prim" content can be appropriately adapted and transmitted in an easy-to-understand form to the public on the premise of respecting the basic cultural connotation.

### **4.3 To Train High-Quality Cultural Personnel.**

Talent is essential to strengthen the dissemination of traditional culture in new media. For new media operations team, especially relates to the traditional culture of the new media operations, in the process of spreading knowledge, we need to uphold the rigorous attitude, not only because of the traditional culture itself is an object that need to be taken seriously, but also because of the public learn from the traditional culture, traditional Chinese knowledge, and improve literacy demand is urgent. Therefore, new media needs to speed up the cultivation of talents with both political integrity and talent, good at innovation and high business level. The operation team behind the new media, which involves traditional culture, also needs to constantly enrich knowledge, broaden vision, innovate thinking, enhance the awareness and ability of using new media, so as to be handier in the dissemination of traditional culture and better promote the dissemination of traditional culture.

## **5. Conclusion**

This study reflects the characteristics of the times. Under the background of the rapid development of new media, the dissemination mode of traditional culture in China is actively integrated with digital media, which has become the inevitable trend of the development and dissemination of traditional culture. This research is in line with the current trend of information age.

This study has new contents. On the basis of previous studies, this study expands the ways and methods of the development and dissemination of Chinese excellent traditional culture by new media, further advances the research, and breaks through the dilemma of traditional Chinese culture research in the context of new media.

This study seeks a new perspective. This project has opened up a new path to explore and construct the development and dissemination channels and operation modes of Chinese traditional culture that adapt to the development of China's society and new media, explore the development and transmission channels of Chinese traditional culture from a new perspective, and open up a new research field.

In conclusion, in the era of rapid development of digital technology, this study analyzes the new media transmission mode and characteristics of Chinese excellent traditional culture, explores the integration and innovation of the two, expands the domestic and international influence of traditional culture, and makes full use of new media platform, from the perspective of the audience to innovate the expression of traditional culture; not only to innovate the new form of traditional culture dissemination, but also to respect its characteristics, so that its national characteristics of spiritual and cultural connotation charm forever.

## **References**

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