

An Analysis of the Ways of Publishing and Communicating Chinese Cultural Classics in the New Media Era

Lu Ruixi^{1,2}

¹ School of English Studies, Beijing Language and Culture University, Beijing, China

² College of International Studies and Education, Tongren University, Guizhou, China

Email: gjylrx@gztrc.edu.cn

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Abstract: with the arrival of new media, the publication and dissemination of Chinese cultural classics have presented new changes and new features, while ushering in new opportunities, but there are also challenges that need to be addressed from different sources. Therefore, this paper objectively analyzes the ways of Chinese Cultural Classics Publishing and external communication in the new media era from different perspectives, optimizes and perfects each link of Chinese Cultural Classics Publishing and external communication in the process of practical exploration, so as to promote the smooth “going out” of Chinese cultural classics, expand the scope of communication and continuously enhance the influence and value of the times.

1. Introduction

Chinese cultural classics are broad and profound, which are the essence of Chinese traditional culture for thousands of years. In the context of globalization, cultural exchanges between countries around the world are increasingly frequent, and Chinese cultural classics also need to be translated and promoted. Standing at the height of the development of the new media era, this paper analyzes the new situation, new requirements and new problems in the publishing and external communication of Chinese cultural classics in an all-round and in-depth way. In the process of theory convergence and practice, a series of feasible strategies are put forward to solve the problems and meet the challenges while continuously improving the quality of publishing and external communication, so as to fully display the characteristics of Chinese cultural classics while promoting the spirit of Chinese civilization on a global scale.

2. New Features of Chinese Cultural Classics Publishing and External Communication in the New Media Era

With the deep development of information technology, digital technology and Internet technology, digital media comes into being. Publishing and communication platforms are diversified, including blog, wechat, microblog, etc.^[1]. Publishing subjects are increasingly diversified, and the traditional publishing industry has been greatly impacted. It is urgent to innovate the way of publishing and spreading cultural classics in the process of grasping new directions, requirements and characteristics. Under the background of the new media era, the publication and dissemination of Chinese cultural classics have changed significantly, showing new characteristics. First, higher publishing and external communication efficiency. Network technology, media technology and so on are frequently applied to the publishing and external communication of Chinese cultural classics, and the speed of translation and external communication is obviously accelerated. The readers of cultural classics have increased greatly, which can transform the heavy paper books into data information in a short time and store them in a few megabytes of network space. Readers can use different retrieval forms to quickly get the information they need. At the same time, with the help of the new media function, we can effectively collect all aspects of data

and information, including changes in readers' needs, sales of cultural classics, reading evaluation of various cultural classics, etc.^[2]. Dynamically adjust the direction and strategy of publishing and external communication of all kinds of cultural classics, further improve the efficiency of publishing and external communication, promote the efficient operation of the publishing market of cultural classics, and meet the actual needs of readers of different ages in the aspect of cultural classics. Second, communication and external communication have strong integration. In a sense, the era of new media belongs to a typical “picture reading era”, with increasingly diversified communication forms, such as images, animations, videos, which have better impact effect than words. As far as Chinese cultural classics are concerned, they are mainly written descriptions, with rich and diverse cultural resources, involving many aspects, such as politics, history, science and technology, literature, etc., which can provide a variety of materials for a variety of cultural carriers, such as opera, TV, film^[3]. In the new media era, a variety of communication forms are integrated, words, animation, video, etc. are coordinated and unified, publishing and communication links are effectively connected at the same time and deeply integrated, and in the dynamic and static combination, intuitive, vivid and complex, abstract text content is presented. It can make readers of different ages get good audio-visual experience, and also can improve the value of Chinese cultural classics and the influence of cultural communication in an all-round way.

3. The Publication of Chinese Cultural Classics and the Way of Its External Communication in the New Media Era

3.1 At the Same Time of Deepening Understanding, Positioning Accurately, Changing Thinking Mode and Thinking Way

From the perspective of the new media era, we should rethink and deepen our understanding of the publication of Chinese cultural classics as well as the external communication. Reflected in the publishing industry chain, publishing market, readers and other aspects, comprehensively and detailedly analyze the actual situation of various kinds of Cultural Classics Publishing and external communication, especially the problems presented and the challenges faced, accurately position in the overall grasp process, and clear the general direction of Cultural Classics Publishing and external communication. On the basis of advancing with the times, we should change the traditional thinking mode, analyze the defects of the traditional publishing industry chain from multiple perspectives, and around the reading needs and habits of users of different ages in the new media environment, flexibly and efficiently use a variety of modern technologies, such as digital technology, video technology, animation special effects technology^[4]. In the process of harmonization and organic integration, we should promote the publication of cultural classics and more diversified forms of external communication. It is necessary to comprehensively grasp the characteristics of all kinds of cultural classics in the process of reflection, carding and summary, and to deepen the exploration of new ideas of publication and external communication from the aspects of reader experience, cross-cultural communication, content of cultural classics, marketing and promotion methods, personnel training, etc. To solve all kinds of practical problems at the same time to optimize and improve, to achieve high-quality publishing at the same time to maximize the level of external communication, to better display the charm of Chinese cultural classics in the international arena under the role of the new media era.

3.2 Take Cross-Cultural Communication as the Starting Point, and Constantly Enhance the Readers' Experience

The main characteristics of Chinese cultural classics are rich in connotation, profound in connotation and comprehensive in all aspects^[5]. Publishing and dissemination is an important way to carry forward, inherit and develop excellent cultural classics. Based on the new media era, in the process of examining and positioning, we attach great importance to cross-cultural communication and experience of readers of different ages, and innovate the publishing and external communication of cultural classics. This paper comprehensively and deeply analyzes the main

features of cross-cultural communication at this stage, as well as the problems and challenges faced in the publishing and external communication of cultural classics. The characteristics and differences of ancient Chinese, modern Chinese and foreign languages should be grasped in detail. From the aspects of expression, translation and reading, the publishing and foreign communication should be optimized. In addition, we should make full use of new media to efficiently collect, sort out, process and analyze a series of information data generated in the publishing and external communication of various kinds of cultural classics, and comprehensively grasp the changes in the psychology of foreign readers of different ages and in the needs of translation and reading, including the differences in culture, language and other aspects between China and the West. Based on the cross-cultural communication, it subdivides the information resources of readers of all ages, enriches the connotation constantly, and optimizes the traditional publishing and external communication mode. In the process of improvement and strengthening, we should translate all kinds of cultural classics efficiently, promote the translation presented through the network platform to be more precise, short and beautiful, and meet the specific requirements of foreign readers in terms of cultural classics. Enhance the reading experience, improve the recognition and comprehensive satisfaction, ensure that all kinds of translated cultural classics better “go out”, and constantly show the value of the times in the external communication.

3.3 Simplifying the Contents of Cultural Classics and Reducing the Reading Pressure

In the context of the new media era, content simplification is a key point that can not be ignored in the publication and external communication of cultural classics. Through various ways to explore and analyze the content of cultural classics, adhere to the principle of moderation. Taking the needs of foreign readers as the starting point, the paper makes a reasonable “separation” of the contents of various cultural classics, such as *the Analects of Confucius*, *historical records* and *the art of war of Sun Tzu* ^[6]. To comprehensively grasp the limitations of foreign readers in understanding Chinese culture, we should make reasonable choices in the process of editing and processing cultural classics, and deepen the integration of cultural classics in the process of grasping the big and letting go of small ones. At the same time, we should integrate the thinking of Chinese civilization and foreign culture. Use refined words to convey the rich connotation of Chinese cultural classics to foreign readers and play the role of various digital publishing platforms. By means of “link” and reading guide, we can systematically explain and illustrate the difficult contents in the chapters of cultural classics, reduce the reading pressure and increase the interest of reading cultural classics. In this way, foreign readers can better understand Chinese cultural classics, have a deep dialogue with excellent Chinese culture, deeply perceive the charm of Chinese cultural classics and improve their reading interest.

3.4 Attach Importance to the Internet Context and Deepen the Integration of Cultural Classics Resources

In the new media era, the social environment has undergone fundamental changes, and the limitations of time and space have been broken. Interest is the key to gathering community power, and diversified new media platforms provide an important guarantee for the interest community to build “cultural circle”. For example, forums, micro-blogs, blogs, these platforms have many domestic and foreign readers who are more interested in Chinese cultural classics, which can provide a good support for the publication and external dissemination of Chinese cultural classics. In view of this situation, in the process of publishing and external communication, we must attach great importance to the Internet context, give full play to the advantages of modern technology, effectively integrate into different interest communities through the network platform, and deepen the understanding of foreign age groups on Chinese cultural classics, including interest points, cultural differences between China and the West ^[7]. We should find and screen high-quality editors, writers and translators from the readers to fill the gaps in the publishing of cultural classics and foreign communication. At the same time, we should optimize the methods and broaden the channels of external communication, so as to promote the better publication and external dissemination of Chinese cultural classics in the context of the Internet. In addition, in the new

media environment, we should explore the development, publishing, printing, visual image expression, intelligent voice reading and other ways of Chinese cultural classics at the same time of induction and arrangement. In the process of applying digital technology, media technology and big data technology, we should construct, update and upgrade the database of Chinese cultural classics, optimize the publishing path in the process of deepening the integration of various cultural classics resources, and expand the breadth and depth of external communication, and maximize the utilization of Chinese cultural classics in the process of efficient communication.

3.5 Innovating Marketing Promotion Mode, Vigorously Cultivating Publishing and External Communication Talents

Starting from different angles, this paper compares and analyzes the new media and traditional media, accurately grasps the advantages of new media, and at the same time, innovates the marketing promotion mode guided by the Chinese cultural classics market. In the process of online and offline organic combination, we should accurately locate the reading group of Chinese cultural classics, optimize the links of publishing, marketing and communication, integrate, reorganize and apply the complicated cultural classics resources in a multi-level and systematic way, put forward brand-new marketing promotion strategies in the process of practice, and gather various forces in the process of collaborative cooperation. At the same time, with the help of new media platform, we can effectively promote excellent Chinese cultural classics. In addition, we should start from the development, translation, protection, external dissemination and utilization of Chinese cultural classics^[8], and vigorously cultivate high-quality publishing and foreign communication talents. With a high level of theoretical knowledge and the ability to control the characters and the application of new media technology, it provides a good talent guarantee for the publishing and external dissemination of Chinese cultural classics.

4. Conclusion

In a word, the publication and dissemination of Chinese cultural classics have important practical significance. We should comply with the specific requirements of the new media era on the basis of in-depth exploration, practical exploration and overall grasp. Changing thinking, accurate positioning, and constantly explore new ideas, paths, strategies, efficient publishing and external dissemination of Chinese cultural classics, so that it can go further in the development of the new media era. Let it show its unique charm, at the same time, it will provide an important supporting force for the deepening development of China's publishing industry, shaping a good external image, comprehensively improving the comprehensive national strength and occupying the dominant position in the international stage.

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