

Analysis on New Media Operation Strategy of Beijing Palace Museum

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Abstract: Based on the long-term experience of using and contacting the new media platform of the Palace Museum and related investigations, the author elaborates the operation status of the new media platform of the Palace Museum in official websites, microblogs, WeChat, APP and Taobao. Therefore, other cultural industries, especially museums, should be inspired to effectively use the new media platform to protect cultural relics, discover their value, apply to the public, and do a good job in the protection, inheritance and innovation of Chinese culture.

1. Introduction

Since the Eighteenth National Congress of the CPC, General Secretary Xi Jinping has vigorously inherited the excellent traditional culture of China and endowed it with the connotation of the times. He has transformed the excellent traditional culture of China into a powerful spiritual force to realize the great rejuvenation of the Chinese nation and to build a "community of human destiny" [1]. The report of the 19th National Congress of the Communist Party of China put forward the basic requirements for cultural construction in the new era, namely, the three persistences: persist in serving the people, serving the socialism, persisting in the blossoms of the flowers, contending with the hundred schools, and persisting in creative transformation and innovative development.

The Museum Regulations promulgated and implemented by the State Council in 2015 stipulate that the State encourages museums to raise funds through various channels to promote their own development [2]. Among them, Article 34 clearly stipulates that museums should use modern information technology to carry out various forms of lively social education and service activities according to their own characteristics and conditions, and participate in community cultural construction and foreign cultural exchanges and cooperation.

It is under such background and policy support that the Beijing Palace Museum, as an important carrier of traditional culture, actively utilizes the most advanced digital technology and equipment. On the official website, Weibo, WeChat, Taobao, APP and other new media platforms for image display, cultural heritage, brand building, promotion of cultural products and promotion of related activities, the traditional cultural industry chain is gradually extended from offline to new media. Space, the inexhaustible cultural resources in the Palace Museum are dedicated to the people.

2. Official Website: Page Information Pays Attention to Authoritativeness and Education

The website of the Palace Museum was opened on July 16, 2001. It is a pioneer in the Internet industry in domestic museums. In May 2017, the newly revised website of the Palace Museum was put into trial operation. After the revision, the website design style was high-end atmosphere, the frame structure was clear, and the information of the Palace Museum was displayed to the public, which enhanced the cultural communication power of the Palace Museum [3].

The main unit responsible for the website work is the Information Department of the Palace Museum. Its digital media group is responsible for editing the content of the website. Most of the images used in the website are taken by the Photography Group of the Ministry of Information and Data; the Network Operations and Maintenance Group of the Ministry of Information and Data is responsible for the maintenance of the computer system. The editorial board of the website of the National Palace Museum, which is led by the leadership of the Palace Museum and led by various professional disciplines and instructors, has checked the contents of the website. Therefore, all the

contents of the Palace Museum's website, including the National Palace Guide and Exhibition, are the most authoritative information. Visitors can safely purchase tickets online, plan their viewing routes, arrange travel trips, and even watch the museum's cultural relics and cultural knowledge on the website without any doubt.

Not only is it authoritative, but the official website of the Palace Museum is also highly educational.

The exploratory section of the website gives a detailed explanation of the knowledge and culture of the Forbidden City in terms of architecture, collections, classics, history and so on. At the end of the website, a "cultural topic" is set up. Appreciate millions of valuable collections. The most important feature of this section is to clearly classify the complex history and culture of the Palace Museum. It is presented in the most intuitive way in combination with graphics and text. Through the connection of the official website of the Palace Museum, the public can learn such a valuable knowledge culture without mobilizing more sensory systems.

The website also has hyperlinks in the lower right, such as library, audio-visual hall, panoramic palace museum and v palace museum. compared with the exploration section. The presentation of this part is more colorful. The ancient books reading and publication reading sections in the library recommend books to readers in a clear and definite classification, and the online reading section can read books online according to book classification or search. The Audiovisual Hall integrates vision and hearing, and is supervised by the leaders and staff of the Palace Museum. It has created eight videos and ten classical tunes that introduce the history of the Palace Museum and the restoration of cultural relics. Recently, the documentary "New Things in the Forbidden City" was released, telling the story behind the "Research Project of Yangxin Temple". The panoramic Forbidden City and the Forbidden City use the most advanced digital technology and equipment to establish a "Digital Palace" that is as brilliant as the Forbidden City in virtual time and space, and dedicated the inexhaustible cultural resources of the Forbidden City to the audience in front of the screen.

3. Microblog: Information sharing is highly interactive and topical

Lucky draw is one of the main ways for the Imperial Palace officials to interact with the audience. Every year, on the birthday of the Forbidden City on October 10 or every year, the number of fans of the Official Museum increases by 1 million. The Forbidden City will invite fans to forward comments on Weibo in the name of gratitude and remembrance. After a period of time, the blogger will extract some fans to give away prizes. In addition, the audience can also @ official micro-blog of the Palace Museum after taking pictures of the Palace Museum or publishing their feelings about the culture of the Palace Museum. The official micro-blog will select the best content for praise, forwarding and comment.

Apart from official blogs, the Palace Museum also has microblog accounts such as Taobao, the Palace Museum Publishing House and the official flagship store of the Palace Museum. The official blogs of the Palace Museum often interact with other microblogs of the Palace Museum. For example, on June 12, 2017, the official blog of the Palace Museum published a microblog about the "National Ceremony of the Qing Dynasty to Reward Foreign Envoys". Finally, ask everyone: if you were a envoy, what gift would you prefer to receive? Everyone expressed their thoughts on Weibo, so the official palace museum blog @ Taobao and the official flagship store of the palace museum. Suggest that they can make products according to the voice of the people. This interactive way can share the audience resources with each other and drive the development of other microblogs in the Palace Museum.

Most of the posts published by the official Weibo of the Palace Museum are original, with the theme of the Palace Museum, setting topics according to the interests of the audience.

A hot topic in the past year #Let's read the calendar together#. Guan Bo will bring this topic to update the calendar every day, and popularize a historical and cultural knowledge. Fans can use it as a knowledge point or common sense to forward the collection. Topic #Love this city# The rhetoric is full of poetry and the poems are taken from the Forbidden City. The modern and traditional

means of modern and traditional culture is beautiful and exquisite. The Palace Museum's official fair also sets topics according to seasonal changes. The four topics, # Bright Spring Words #, # Cool Summer Words #, # Colorful Autumn Words #, # Warm Winter Words #, seize the seasonal characteristics and have their own characteristics. Through the tone of the picture and the moral of the cultural relics recommended, the seasonal characteristics are highlighted and classified under various seasonal topics, so that the audience has a strong sense of identity.

Modern people are a generation growing up with the popularity of the Internet. They live in a closed environment and lack realistic social interaction. Making most of them develop a lonely, introverted personality. They are network-centric and easily accept the influence of mass media. Microblog and other media have become their main means of communication with the outside world. The Palace Museum Weibo gathers strangers with common hobbies and experiences according to different external environments and different exhibitions. It satisfies the need for them to communicate and discuss, especially after sharing, to share their feelings and vent their emotions. User's pursuit.

4. Wechat Public Number: Advertising Soft Text is Interesting and Affinity

The Palace Museum regards the Wechat Public Number as an important position for the advertisement of cultural products in the Palace Museum. On the Wechat platform, the official Wechat Platform of the Palace Museum "Weigong" and the official Wechat Platform of Taobao in the Palace Museum "Taobao in the Palace Museum" have been set up. The two public numbers adhere to the principle of spreading the culture of the Forbidden City, sharing the principles of cultural and creative products, and composing interesting and friendly advertising texts to promote the products of the Forbidden City.

The original article "Different Forbidden City Mengzhong", which was launched on December 14, 2017 by Weixin Public, introduced three lucky animals, deer, crane and bat, and called them "adorable pet". When you are deeply attracted by these "adorable pet", the article naturally introduces a complete series of cultural products: water cups, cup mats and tinplate box packaging. This product series is a new design and refinement of the three auspicious animal images of bats, deer and cranes. It is full of traditional cultural meanings and conveys three beautiful meanings of "Fu", "Lu" and "Shou". At the end of the article, readers can directly scan the QR code to purchase products. From being attracted to buying, the whole process is done in one go, and consumers are very happy.

If you still don't think the soft text of the advertisement of the "Micro Palace Museum" is "soft", then the soft text of the advertisement of "Taobao in the Palace Museum" can be said to bring the interest and affinity into full play.

On December 11, 2017, Wechat Official Account, the "Taobao of the Forbidden City", sent an original article "Did the designer who was driven mad by Taobao of the Forbidden City get cured later?" The article introduces the change process of Wen Chuang products from August 2014 to the end of 2017. From acting cute's dynamic version of Yongzheng Play Figure to plain and elegant fans and backpacks, the article makes full use of the current network buzzwords, spitting culture, connotation jokes and "emoticon". The overall style is relaxed and pleasant, and the language is humorous, which makes the audience can't help but spontaneously praise and forward it, and even buy products. Such an article is not uncommon in the push of the "Forbidden City Taobao" WeChat public number. The recent ones include "How do you talk about the day!" "You can't help but talk to foreign designers." "You dare to be black." Wait, almost every reading is 100000+!

5. App: Software development is entertaining and rigorous

The solemn and solemn Palace Museum has its own sense of coldness and distance, while the Palace Museum's new media team has gone beyond its profound sense of history and age. Developed the entertainment elements, making the educational APP that bears the historical and

cultural responsibility full of entertainment.

In 2014, the Palace Museum released an educational game, App, "One Day of the Emperor". This game is designed for children aged 9-11. Experts in children's literature and psychology were specially invited to take a holistic view and show the lively court life in a way that children are willing to accept. In the game, the child's role plays into a teenager. The young lion outside the gates leads the juvenile into the Qing dynasty. Through different tasks to understand the emperor's daily food and clothing and work and entertainment, he can also collect various cultural relic cards. This app is not only entertaining, but also has a lovely picture and a fresh style of painting. It combines a lot of knowledge with allusions and contains many cultural relics and historical allusions such as antler chairs and sandalwood. And to restore the historical truth that was misunderstood, it is truly entertaining.

For the new media team, under the appearance of "Xiao Qing" and "Meng Meng Da", the most important thing is not to lose the foundation of the rigorous and professional Forbidden City [4]. All APP products produced by the Palace Museum have to study a large number of relevant information, and have to be examined and considered by experts both inside and outside the hospital. The demand for project proofreading, the combination of technology and art is relatively high, and many times have to be adjusted in the middle. For example, in Portrait of A Beauty, Yin Zhen, it took nearly a year for the entire APP to be developed and launched, and two thirds of the time was spent doing a lot of investigation and research [5]. For example, elements such as color matching, ceramic utensils and painting on the screen need to consult palace painting experts and ceramic experts frequently. Repeatedly check whether there are any mistakes or omissions, so as to conform to the historical links, plots and atmosphere as much as possible.

6. Taobao: Cultural products are creative and practical

In December 2008, the Palace Museum opened the official Taobao Shop "Taobao in the Palace Museum". Its products are divided into four series: tide products, hand account series, stationery supplies and Palace Dolls. These products have attracted a large number of fans with their unique creativity and practicality.

The originality of the cultural products of the Palace Museum originates from the unique historical and cultural elements of the Palace Museum. Through the in-depth interpretation of the cultural connotations of museum collections by experts of cultural relics, the design team selected the distinctive design elements. Develop creative cultural products [6]. Each cultural product in the "Forbidden City Taobao" store is accompanied by a creative description that explains in detail the source of product creativity. Historical allusions or cultural traditions behind popular science products. The "Forbidden City" symbol is the charm of the Forbidden City cultural products.

At present, the products with the highest sales volume belong to the tape series. The patterns on the tape come from color paintings or from weaving. Or from porcelain... Among them, "black lacquer inlaid with snails" and paper tape patterns originated from the Palace Museum collection: black lacquer inlaid with snails and butterfly pattern frame bed. Designers take their patterns and use the laser technology to imitate the glow effect of the screw. Different light from different angles will refract different colors of color, which is very popular with buyers. These tapes can be pasted on a variety of daily necessities, DIY out of the "out-of-print" that other people can't get. In addition to the tape, there are peacock feather brooch derived from the peacock feather folding fan, Jinyiwei and other waist card series keychains, and the Daji playing cards from the museum's collection of cultural relics, and more super cute super mini palace cats. Cat ornaments.

If the cultural products of the Palace Museum are only innovative and attractive by virtue of their appearance, the public's freshness will soon be saturated. Only by making these products truly penetrate into every aspect of the public life, the Palace's cultural and creative industries can be operated permanently.

Most of the cultural products sold in Taobao stores in the Forbidden City are common daily necessities, including water cups, shoulder bags, notebooks, card sets, mobile phone shells, aprons and dozens of other products. Go deep into the public life, work, study, travel and other aspects. The

prices of these products are also very close to the people, most of them are tens of dollars or so, can be described as affordable, consumers no longer have to worry about the high price of this "labeled" specialty products.

7. Conclusion

The Palace Museum not only "can" and New media convergence, but also "can" and New media convergence.

In the process of integration with new media, the Palace Museum has stepped into a wide range of fields and deeply explored the communication characteristics of various new media platforms. Official website, micro-blog, micro-blog, micro-blog, advertising soft text, APP, Taobao, cultural products and so on. All new media platforms can develop in coordination and complement each other. In the process, the ruthless Forbidden City in the past went down to embrace the public in a warm image. On the basis of ensuring excellent content, carry out brand innovation and promotion. It has achieved better dissemination of knowledge, popularization of culture, protection of cultural relics, and promotion of sustainable development of the industry.

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