

The Spread and Development of Chinese Traditional Culture in the Era of Big Data

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Abstract: Chinese traditional culture has a long history and has made great contributions to the world civilization and progress. How to better inherit and develop in today's cultural globalization caused by economic globalization has become an important proposition facing the current social and cultural construction. In the Internet era, Chinese traditional culture has a new way of communication, but also brought new opportunities and challenges. By analyzing the characteristics of the era of big data and the status quo of traditional culture communication, this paper puts forward countermeasures and suggestions for the inheritance and promotion of Chinese traditional culture in the era of big data.

1. Introduction

Traditional culture (Traditional culture) is a kind of national culture reflecting the national characteristics and styles of the evolution of civilization, and is the overall representation of various thoughts, cultures and ideas in the national history. Chinese traditional culture refers to the Chinese nation as the mainstream of multicultural in the long history of fusion, formation, development, has a stable form of Chinese culture, according to the content can be classified as: all schools, piano, calligraphy, traditional literature, traditional festivals, Chinese drama, Chinese architecture, Chinese characters, Chinese language, traditional Chinese medicine, religious philosophy, folk craft, Chinese martial arts, and many other types.

With the progress of The Times, the mature application of network big data technology, for the development and promotion of national traditional culture provides accurate and reliable technical support, so that China's traditional culture can go to a new glory.

2. Characteristics of cultural communication in the Internet era

The American cultural anthropologist Lowell said: " Nothing else in this world is more elusive than culture. We cannot analyze it, because its composition is endless; We cannot describe it, because it has no fixed shape. We want to define it with words, and it's like holding the air in your hand: it's everywhere except not in your hand."

Culture is the humanistic accumulation of all ethnic groups in the long historical period. In this dynamic accumulation process, the collective personality of all ethnic groups has been formed. Culture is constantly inherited, but also constantly absorbing foreign elements and development. Only by continuous innovation can it be spread for a long time. When the cultural communication of various ethnic groups meets and embraces the Internet era, the traditional time-and space-time boundary of the cultural communication is broken. Under the condition of continuous innovation of information communication technology, the network communication changes with each passing day and is unstoppable. Under the network conditions, the process of cultural communication has the following characteristics.

2.1 The conflict between the cultures

The development of human culture is often unbalanced. When the attraction of a national culture

is far more attractive to other cultures than the attraction of other cultures, such culture becomes a "strong culture", while the affected culture can become a "weak culture". Countless facts have proved that any advanced culture that reflects the characteristics of The Times is easier to be recognized and spread. Therefore, in today's era of digital communication, the western powers with leading strength in science and technology, economy and military affairs use their advanced Internet technology to invade the ideological fields of other countries in the way of cultural competition, and constantly promote cultural hegemony, which is mainly manifested in the implementation of colonial culture. Colonial culture is an important way of network culture communication, and it is also the invasion of "strong culture" to "weak culture". It is embodied in the following aspects: firstly, the colonial culture strengthens the political, economic and military interests of the owners of the "strong culture" through cultural output; [] Secondly, it gradually disintegrates the national spirit of the "disadvantaged culture" group and then weakens its national cohesion; [] again, in form, the change of the discourse system gradually evolves into the change of the topic system.

Therefore, the spread of network culture, in a sense, is the spiritual confrontation between the two kinds of national cultures. In the competition, the "weak culture" continues to decline, and is even replaced by the "strong culture". Therefore, the focus of our research is how to resist the colonial culture, the fundamental way is to establish the dominant position of Chinese culture, create excellent Chinese website, continue to output the Chinese traditional culture, carry forward the national spirit, to highlight the humanistic spirit and national vital attention and protection of national culture.

2.2 The integration of the cultures

Cultural integration refers to an innovative process of culture reflecting the characteristics of The Times formed in the process of mutual communication, absorption and even integration from each other in the process of two or more national cultures. In this process, different cultures learn from each other, learn from each other's strengths, and reconstruct the cultural elements, so as to gain new vitality. In the digital age, Internet communication has had a huge impact on cultural values. The network provides convenient channels and platforms for the integration of different cultures. The openness, freedom and accessibility of the network greatly extend the scope of interpersonal communication, group communication and organizational communication. People of different nationalities, nationalities and beliefs can communicate through the ubiquitous network and convey ideas and information. Everyone is a "net person" in the era of information integration.

The Internet is the most important place for civilizations, ideas and values to continuously blend among various nationalities and countries. However, it is undeniable that network communication also has its negative effects, so it is very important to grasp the scale of cultural communication and integration.

3. Characteristics of big data and its influence on the spread of traditional culture

"Big data" itself is not a new technology, nor a new product, but a phenomenon in our era. In the era of big data, we can make full use of massive data to analyze the personal preferences of the audience. In such a new era brought about by technological changes, the communication path of Chinese traditional culture also changes accordingly. It no longer simply emphasizes the dissemination, but emphasizes that in the process of communication, it is closer to each independent audience.

3.1 Big data enriches the transmission channels of traditional culture

Culture has different modes of communication in different times, and different modes have different influences on cultural development. The stage of language communication can only be carried out in close range and in a small range, so that the cultural communication is greatly limited by time and space. The text communication stage has the advantages of standardization, portability and long-term preservation, and the cultural information carried is also changed from simple, easy to complex and various. The era of big data has given rise to the revolutionary development of the

Internet, digital technology and mobile communication, and a series of new forms of cultural communication, such as network media and mobile media, have emerged. The birth of new media, subvert the traditional mode of information transmission, changing the public accept psychological, behavior and reading habits, through the network to buy and download digital traditional culture products, accelerate the breadth and range of traditional culture transmission, new media openness and richness, let cultural communication broke the limitation of time, space, facilitate the communication and promotion of traditional cultural value.

3.2 Big data makes the communication of traditional culture more humanized and personalized

In the era of big data, the traditional cultural communication attaches more importance to "humanization". Big data technology can draw the hobbies and interests of each user according to the information left by statistical users, and recommend suitable reading and learning content for them. At the same time, big data enables new media to provide a variety of information, including universal and popular information, and personalized content for each individual. Now most new media platforms or applications are exploring the development of this aspect, and a relatively mature concept is the application of geographical location.

Digital technology in the era of big data has blurred the boundary between traditional media such as books, newspapers, magazines, TV and music. All the contents of Chinese traditional culture can be displayed on the corresponding terminal electronic devices after digital transformation. The advantages of convenience, carrying and reading make electronic publications with electronic media as the carrier become the new favorite of traditional culture communication.

4. Problems faced by the communication of traditional culture in the era of big data

4.1 Lack of emphasis and inadequate understanding of the new dissemination methods of traditional Chinese culture in the era of big data

The era of big data has changed the original way of traditional culture communication, but what should be their relationship with traditional culture? There is no accurate cognition in the society. Therefore, we should increase the popularization of knowledge and the research on related issues, especially combined with the characteristics of creation and industry, to study the specific influence and application. With the rapid development of network technology today, some developed countries use their advanced Internet technology to invade the ideological fields of other countries in the way of cultural competition, and constantly promote cultural hegemony. Western countries represented by the United States have become an "information power" by relying on their leading advantage in network technology, launching a cultural offensive against other countries, and striving to change the cultural inheritance of other countries, so as to consolidate their leading position in the field of global thinking. At present, Chinese people like to celebrate Christmas, Valentine's Day, Mother's Day and other festivals introduced from the West, and China's traditional "Tanabata", "cold food" and other traditional festivals and their representative significance has not attracted too much attention, this is the performance of the strength of western culture.

4.2 The ability of the digital construction of traditional culture still needs to be strengthened

First of all, the information construction of China's traditional culture communication is still in the initial and exploration stage, only limited to the digital management of some painting and calligraphy, opera works, the construction of the official website and other aspects, many intangible cultural heritage facing lost still need to be digital construction. Secondly, the lack of a unified standard system in the process of digital construction of traditional culture leads to the unshared and integrated utilization of digital resources of different institutions, which seriously hinders the sharing of information resources in the whole society. Finally, the lack of technical personnel and key technical capabilities. The digital construction of cultural institutions, from modern equipment to the installation and debugging of application software, to the processing and in-depth

development of digital resources, there is a lack of high-level and high-level technical personnel support. Restricted by talents, cultural enterprises lack the technical ability to vividly reproduce good works of art through digital means.

4.3 Excessive free network culture has a negative impact on Chinese traditional culture

Everything has two sides, The advantage of network communication in the era of big data lies in its openness and freedom, Due to the low barriers to entry, Lack of regulation, To a lot of vulgar sites, The authenticity of the information cannot be guaranteed, A lot of false information is circulating on the Internet, The freedom of information on the Internet has gone beyond most of the cultural, political, military, economic, regional, folk and so on, For teenagers, who account for the absolute majority of Internet users, Their outlook on life and values are not yet mature, Vis vulnerable to different ideas, These teenagers are mostly exposed to the propaganda and cultural ideas of western developed countries, This often conflicts with the traditional Chinese cultural concepts accumulated in their minds and tiltheir values.

5. Traditional culture communication and development strategy in the era of big data

5.1 The network dissemination of traditional culture needs to increase the process of digital construction

We will formulate a mechanism for the development and utilization of digital resources in public cultural institutions, break the barriers between departments, break the data fragmentation and blockade, encourage the sharing of digital resources among different institutions, realize the rational allocation of resources, and rationally share and circulate among public welfare cultural institutions and private enterprises such as software and the Internet.

5.2 The network dissemination of traditional culture needs to strengthen the government's guidance and supervision

Like other news media as a communication tool, it has the responsibility of guiding public opinion and cultural development. The official mainstream network media should pay more attention to the guidance of cultural development. Ideological and cultural nature must be the important size for the official mainstream network media to choose to report information. Government departments at all levels should pay full attention to and use the network to promote upward ideas, produce excellent traditional cultural information resources, and build a distinctive Chinese cultural system. However, due to the accessibility and popularity of the network platform, the network communication has the characteristics of uneven good and bad. Therefore, the government departments must guide and intervene in the network culture, so that it can develop normally on the track conducive to the construction of spiritual civilization.

5.3 The network communication of traditional culture requires cultural innovation and value system

The content and forms of traditional culture are very rich. Literature, art, food, customs, architecture, utensils, books and historical allusions can all be the carrier of traditional culture. In order to promote Chinese culture to the world, it is necessary to continuously promote cultural innovation and create a culture with Chinese characteristics and at the same time can be accepted by foreigners. However, many decadent, backward and ignorant elements of Chinese traditional culture have been unable to meet the needs of the practice of socialist modernization with Chinese characteristics, and will inevitably be abandoned by the metabolism of the culture itself. In the network media, the spread of traditional culture content to carry forward the subject consciousness of the Chinese nation, adhere to take its essence, the dross, for the principle, to spread the Chinese nation to create accumulation of splendid culture, vigorously carry forward the Chinese people with patriotism as the core national spirit, make the value system of Chinese traditional culture more perfect.

6. Conclusion

In short, the era of big data gives the revival of the Chinese civilization with new opportunity, we must seize the opportunity, in the era of political diversity, economic globalization, cultural diversification, with keen understanding to interpret and grasp the transmission characteristics of the digital age, make full use of the network communication convenience and influence to spread Chinese traditional culture, Chinese traditional culture will constantly glow new vigor and vitality.

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