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Communication Strategies for Traditional Cultural Programs in the New Media Era: Postprint

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Abstract

The rise of the Internet has transformed the landscape of cultural transmission, presenting traditional culture communication with unprecedented challenges in the new media era. The communication characteristics of new media, together with its temporality, sociality, and technicality, undoubtedly introduce both new opportunities and new challenges for the dissemination of traditional culture within new media platforms. This paper focuses on discussing and elaborating how to adapt to the overarching trend of integrated development in the new media era, thereby enriching the content of traditional culture programs, diversifying their forms, and better aligning them with audience needs. Practice demonstrates that only by harnessing the communication efficiency of the Internet can traditional culture programs garner greater audience favor. This paper will provide an overview of new media characteristics and analyze the current status of traditional culture in the new media era to identify viable communication pathways for traditional culture programs.

Full Text

Communication Strategies for Traditional Culture Programs in the New Media Era

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Abstract: The rise of the Internet has transformed the landscape of cultural communication, presenting unprecedented challenges for traditional culture dissemination in the new media era. The characteristics of new media—its temporality, sociality, and technical nature—undoubtedly bring both new opportunities and challenges for the spread of traditional culture in digital spaces. This paper focuses on discussing and elaborating how to adapt to the trend of integrated development in the new media era, enrich the content of traditional culture programs, diversify their forms, and better align them with audience

needs. Practice demonstrates that only by leveraging the communication efficiency of the Internet can traditional culture programs gain greater favor among audiences. This paper will outline the features of new media and analyze the current state of traditional culture in the new media era to identify effective communication pathways for traditional culture programs.

Keywords: Internet; New Media Era; Traditional Culture; Communication Pathways; Integrated Development

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With the rapid development of the Internet, China has fully entered a new media era characterized by digital connectivity. Internet development serves as a primary driving force for social progress. In this new media environment, people' s work, lives, and surroundings have become increasingly convenient and efficient, supported by Internet technology. New media primarily refers to communication forms that utilize digital, network, and mobile technologies to deliver entertainment services to end-users through Internet channels, emerging after traditional media such as newspapers, radio, and television. It possesses strong interactivity and dissemination capacity, capable of transcending different cultural backgrounds, age groups, and social strata, thereby providing an important platform for the promotion and dissemination of traditional culture [1]. As a major world cultural power, China bears the responsibility and obligation to carry forward its five thousand years of excellent traditional culture in this new media era. How to avoid negative impacts and leverage positive communication advantages in this rapidly evolving environment is a crucial consideration for everyone engaged in promoting traditional culture today.

1.1 Entertainment Orientation

New media is currently one of the most popular concepts, and any industry connected with it can create new possibilities. Its emergence has brought unprecedented influence to people' s work, lives, and learning. With continuous improvements in productivity and ongoing development of socio-economic conditions and scientific technology, audiences' spiritual and cultural needs have grown increasingly sophisticated. The Internet has introduced new audio-visual experiences and information dissemination methods, allowing people to search for vast amounts of fresh information of personal interest online while also using the Internet to pass time and enrich their leisure lives. Particularly as the number of Internet users continues to grow, driving the formation of an Internet

industry, various new media forms such as live streaming, short video platforms, and online literature have continuously emerged.

1.2 Openness

Openness represents a crucial characteristic of Internet development. In the virtual environment of the Internet, everyone has the right to freedom of speech and information publication. On open network platforms in the new media environment, any information can quickly reach every user. However, such openness also presents challenges, as it can create security risks for users while allowing them to know about the world without leaving home. Therefore, only through correct utilization can new media achieve its maximum effectiveness.

2. Definition and Importance of Chinese Traditional Culture

2.1 Definition of Traditional Culture

Chinese traditional culture represents the spirit and treasure of the Chinese nation, the crystallization of Chinese wisdom, and the manifestation of China's historical heritage in real life. It primarily embodies harmonious development between people, organically connecting individuals with others, humans with nature, and individuals with communities to form a cultural relationship system. Previous forms of traditional culture dissemination relied on mass media such as newspapers, television, and radio, which universally suffered from slow update speeds, low timeliness, and lack of personalization—drawbacks that prevented modern audiences from accepting them, gradually causing them to fade from public view [2].

2.2 The Important Role of Traditional Culture Programs in Building a Harmonious Society

Traditional Chinese culture is the soul of the nation, the foundation of people's spiritual culture, and an important factor in promoting economic and social development. The construction of traditional culture programs helps enrich people's spiritual lives, improve their comprehensive qualities, promote harmonious and comprehensive social development, and foster healthy social customs. In today's era of rapid Internet development, the popularization of new media has integrated traditional culture with economics and politics, closely combining it with modern technology to become a powerful driving force for social and economic development. Bringing excellent traditional culture into life and keeping it close to daily existence plays a tremendous role in strengthening mass cohesion, making it the most powerful spiritual pillar for uniting the Chinese nation. Under new historical conditions, inheriting and promoting traditional culture with Chinese characteristics constitutes an important pathway for building socialist culture with Chinese characteristics and represents a responsibility that every citizen must fulfill. Revitalizing Chinese excellent traditional culture

with vigorous vitality, showcasing its unique charm, and achieving innovative development still requires reliance on modern media methods to help more people recognize the important position of Chinese traditional culture in China' s advancement.

3. Impact of the New Media Era on Traditional Culture

3.1 Marginalization of Traditional Culture and Imbalanced Dissemination

Although new media has accelerated the dissemination of traditional culture, most people merely acquire superficial knowledge without implementing it in practice, which represents a poor manifestation of promoting traditional culture spirit. This situation has marginalized traditional culture, creating a gap between theoretical knowledge and practical application, thereby affecting its dissemination. New media is primarily supported by information and Internet technologies, but many remote mountainous areas suffer from economic backwardness and underdeveloped network infrastructure, preventing them from accessing traditional culture information through the Internet and new media, resulting in imbalanced dissemination. Additionally, some elderly people in remote areas maintain unchanged lifestyles and are unwilling to accept new things, unable to use new media to receive traditional culture or digest and appreciate its connotations, creating obstacles for cultural dissemination and contributing to imbalanced distribution.

3.2 Disappointing Quality of Traditional Culture Dissemination Under New Media Impact

New media' s strong entertainment orientation stands in stark contrast to the seriousness of traditional media. Many content creators incorporate substantial entertainment elements when disseminating traditional culture, which not only fails to express its true meaning but also distorts its core ideas, rendering its humanistic value negligible. Learning traditional culture through online platforms often deviates from its essence, and various factors cause audiences to understand it only superficially. Combined with interference from miscellaneous information, the effectiveness of traditional culture dissemination becomes self-evident. Although new media benefits dissemination speed and breadth, the overwhelming volume of information makes it difficult for users to distinguish authenticity, directly hindering the better development of traditional culture.

4. Advantages of the New Media Era for Traditional Culture Programs

4.1 Opportunities for Traditional Culture Dissemination

Thanks to new media, audiences have changed their information reception and dissemination patterns, presenting rare development opportunities for radio and

television traditional culture programs. Only by seizing this transformation can traditional culture be better promoted to the world and elevated to new heights. Traditional culture has a long history, with thousands of years of inheritance serving as important spiritual nourishment for the Chinese nation and a precious legacy for future generations. Generation after generation of Chinese people have created historical achievements under the influence of traditional culture [4]. However, as life and work rhythms accelerate, many precious traditional cultural elements have been gradually forgotten, fundamentally due to insufficient promotion. With declining audiences for traditional media, its cultural influence has diminished significantly. New media, conversely, has made young people the primary information consumers of the era. Adopting more youth-oriented narrative expressions and market-compliant storytelling methods has become the breakthrough and innovation choice for traditional culture programs. Only by leveraging new media development, shifting the main promotional venues from traditional to new media, and adopting more novel and lively approaches to break dimensional barriers can traditional culture attract younger users and radiate new vitality.

4.2 Improved Accuracy in Traditional Culture Dissemination

Traditional culture dissemination through previous media forms such as radio and television public welfare and cultural propaganda programs suffered from unguaranteed target audiences and timing, representing a drawback of traditional media [5]. A major advantage of new media is its ability to precisely deliver content, developing promotional materials tailored to specific characteristics through analysis of time nodes, demographics, professions, and gender, thereby minimizing audience aversion. By recording users' preferences and available time, new media can more accurately deliver core traditional culture content, ensuring cultural dissemination truly reaches every user's heart.

4.3 Diversification of Traditional Culture Dissemination

Diversified display and playback of intended content represents another major advantage of new media. The single-form expression of traditional media was an important reason hindering traditional culture dissemination. As people's information acquisition methods evolved from newspapers to radio and television, text media entered the visual era. This transformation from text to image was highly appropriate and achieved remarkable results. With the passage of time, traditional media faces another major transformation, as the era of radio and television has passed. The development of new things continues to emerge [6], and therefore traditional culture dissemination must follow trends, keep pace with the times, and utilize the diversified forms of new media to spread traditional culture.

5. Dissemination Pathways for Traditional Culture Programs in the New Media Era

Traditional culture programs have always been an important domain in radio and television program development. As audience appreciation levels and tastes improve, the difficulty of innovating traditional culture programs has become increasingly prominent. In the Internet new media era, to better disseminate Chinese traditional culture, we must learn to embrace emerging phenomena and open up new situations with fresh thinking.

5.1 Accelerating Convergence Communication for Wider Dissemination

According to relevant data surveys, mobile social media represents the most frequently used tool in new media, with WeChat, Weibo, Douyin (TikTok), and Kuaishou leading the pack and possessing the largest user bases [7]. For traditional culture dissemination, such platforms and opportunities cannot be missed. These social platforms have strong word-of-mouth communication capabilities, which are urgently needed for traditional culture dissemination. Only by firmly occupying this mobile social media battlefield can traditional culture be elevated to new heights.

Based on the characteristics of these new media platforms, traditional media can create new pathways for traditional culture dissemination through in-depth cooperation, such as account establishment and content co-creation. In 2021, ten satellite TV Spring Festival Galas collaborated with Kuaishou in large-scale, multi-form partnerships, achieving true linkage between large and small screens through innovative promotional methods, co-creation of cultural content, and promotional initiatives, thereby enhancing the dissemination effect of Chinese traditional culture and increasing its appeal among young people. Furthermore, Internet thinking is particularly crucial for disseminating niche cultural programs with certain viewing thresholds. *Six Hundred Years in the Forbidden City* selected Bilibili for its online premiere because, with the catalytic effect of Bilibili's bullet comment system, a completely new documentary viewing scenario is formed where it is easier to find target audiences and endow traditional culture with multi-dimensional communication value.

5.2 Upholding Integrity and Innovation, Strengthening Content as King

As technology iterates and innovates, new communication methods and channels continuously emerge, but the core of communication remains content. Whether radio, television, newspapers, or new media, the key to capturing markets and attracting audiences lies in the ability to continuously provide high-quality content and effective information. By actively employing audience-favored expressive techniques and artistic forms, critically inheriting and creatively transforming traditional culture, we can endow it with new era connotations and modern

expressions, enabling the most basic cultural genes of the Chinese nation to adapt to contemporary culture and coordinate with modern society, thereby attracting audience attention to our channels and platforms. Programs such as *Chinese Poetry Conference*, *National Treasure*, and *Everlasting Classics* have become successful “season N” franchises. The secret to their longevity lies in identifying communication patterns that align with specific cultural content, endowing them with unique expressions, attracting fixed viewership groups, and inheriting and promoting excellent Chinese traditional culture through high-quality content and modern expressive techniques, allowing traditional culture to illuminate the present in new ways [8].

5.3 New Technology Empowerment and Youthful Expression

New opportunities stem from empowerment by new technologies. As new technologies iterate and upgrade, they provide greater possibilities for producing richer cultural scenes. Particularly, the application of 5G, big data, and artificial intelligence has made many impossibilities possible. Simultaneously, utilizing new technologies to achieve youthful new expressions, making young people love traditional culture and consciously practice cultural inheritance and innovation, creates opportunities for breaking and expanding circles. This season of *Poetic China* aggressively targeted young demographics through its communication strategy, optimizing user experience through creative ancient-style videos, Rap short videos, AI Su Dongpo “reciting” poetry, and H5 interactive quizzes. The promotional song *Gluttonous World* tailored for Su Dongpo even became popular abroad, enabling the program to successfully break circles and go global. The universally acclaimed *Tang Palace Night Banquet* also used new media techniques to package traditional dance, employing 5G AR technology to combine virtual scenes with real stages. The virtual background showcased seven national treasures including the “Fu Hao Owl Zun,” “Lotus and Crane Square Pot,” “Jiahu Bone Flute,” “Court Ladies Preparing Newly Woven Silk,” “Adornment of Court Ladies,” “Preparing to Go Out,” and “A Thousand Miles of Rivers and Mountains.” Its dynamic, fashionable, and national trend aesthetic closely aligns with young people’s tastes, using modern technology to interpret traditional culture.

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Note: Figure translations are in progress. See original paper for figures.

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