

Communication Strategies for Sanjin Culture in the New Media Era: Postprint

Authors: Zhou Jing

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Abstract

The development of mobile media, the Internet, and digital media heralds the advent of the new media era, which has fundamentally transformed the public's modalities of knowledge and information acquisition. Sanjin culture, defined by the aggregation of material and spiritual culture specific to the Shanxi region, must consequently adapt its dissemination strategies within this new media landscape. This paper investigates dissemination strategies for Sanjin culture in the new media era: first, diversifying dissemination forms by leveraging multiple platforms—including blogs, podcasts, BBS forums, WeChat official accounts, and mobile applications—to realize three-dimensional, interactive, and open transmission across omnimedia spaces; second, enhancing the appeal of Sanjin culture dissemination, wherein, given the Internet environment as the operative mechanism, achieving optimal dissemination efficacy necessitates augmenting visual presentation, aesthetic quality, and engagement value throughout website production and program development; third, concurrently strengthening dissemination targeting, as adolescents constitute the primary audience cohort in the new media era, thereby requiring effective deployment of self-media approaches specifically tailored to youth demographics following this audience transformation.

Full Text

Communication Strategies for Three Jin Culture in the New Media Era

Abstract: The development of mobile media, the internet, and digital media marks the arrival of the new media era, which has fundamentally transformed how the public acquires knowledge and information. Three Jin culture, encompassing the material and spiritual culture of the Shanxi region, must necessarily adapt its communication methods to this new landscape. This paper

examines communication strategies for Three Jin culture in the new media context: diversifying communication forms through blogs, podcasts, BBS forums, WeChat official accounts, and mobile apps to achieve three-dimensional, interactive, and open dissemination across all media platforms; enhancing the appeal of cultural content by leveraging the internet's communication mechanisms to improve visual presentation, aesthetic quality, and engagement in website and application development; and strengthening targeted communication, particularly given that youth represent the primary audience in the new media era, requiring effective self-media strategies tailored to young demographics.

Keywords: new media era; Three Jin culture; communication strategy; self-media

Author: Zhou Jing

The continuous development of new media forms such as mobile media, the internet, and interactive television has ushered in the new media era. This environment facilitates the further inheritance and development of Three Jin culture by transforming traditional communication models and expanding dissemination channels, particularly in reaching younger audiences. Consequently, exploring pathways and methods for Three Jin culture communication in this new environment holds immediate significance.

1. Three Jin Culture in the New Media Era

“New media” represents an emerging form relative to traditional media, arising from the convergence of network technologies and mass media. Based on computer and mobile platforms, it encompasses various forms including microblogs, instant messaging services, social networking spaces, QQ groups, and mobile television. New media has replaced traditional media as society's primary communication channel. The concept of “new media” was first introduced in 1967 by P. Goldmark, then director of the Columbia Broadcasting System (CBS) Technology Research Institute. As a new media form that developed after newspapers, radio, and television, it utilizes digital technology, network technology, and mobile technology to deliver information and entertainment services via the internet, wireless communication networks, and satellites to users through computers, mobile phones, and digital televisions.

“Culture” is a highly complex concept representing the sum of symbols, languages, and encoded sounds that humanity has acquired in the process of development and in understanding both self and nature. Three Jin culture, with its profound historical roots and extensive content, has developed unique cultural connotations due to historical and geographical factors. As defined by Li Yuanqing in his paper “The Origins of Ancient Three Jin Culture,” the term encompasses both broad and narrow meanings. In its narrow sense, Three Jin culture refers specifically to the cultural phenomena of the Jin state and the Three Jins (Han, Zhao, and Wei) during the Western Zhou to Warring States period. In its broad sense, it represents the general term for historical culture

within the Shanxi region, comprising the totality of material and spiritual culture.

The new media era has altered not only communication media but also other communication elements, including communicators, audiences, content, and information. Unlike the broadcast model of traditional mass media, new media enables “everyone-to-everyone” communication. Its instantaneous and interactive transmission process, massive content volume, and visualized, dynamic communication symbols have completely transformed traditional mass media’s communication methods and effects. Therefore, Three Jin culture communication must adopt entirely new strategies to achieve optimal results in this environment.

2. Communication Strategies for Three Jin Culture in the New Media Era

Marshall McLuhan’s proposition that “the medium is the message” elevates media to a position of paramount importance. In contemporary times, media forms are continuously evolving and changing. Compared with the static media forms of the traditional media era, the pace of change in communication methods is accelerating, encompassing rich information and cultural content. Beyond enhancing transmission speed and enriching content, the new media era has transformed content presentation methods and how audiences receive information. New media forms participate throughout the entire communication and reception process, establishing a new cultural order that changes public lifestyles, psychology, and modes of thinking.

2.1 Diversifying Communication Forms

Throughout the evolution of human media, changes in media forms have significantly impacted cultural transmission and inheritance. The arrival of the new media era signifies comprehensive transformation—from digital technology to 3D imaging, from blogs and podcasts to live streaming, from video websites to WeChat Moments, from mobile newspapers to holographic imaging, and from computer programs to mobile apps. This proliferation of channels and methods has further enriched cultural communication. Three Jin culture communication should effectively utilize these new media forms to achieve three-dimensional, interactive, and open dissemination across integrated media platforms.

In this era, public access to knowledge and information has fundamentally changed. Unlike the passive reception characteristic of traditional media, audiences now actively explore information. People can both search for relevant information online and publish their own views and opinions, representing a crucial shift toward interactive experiences in the new media era. Cultural transmission and inheritance require not only academic research and film and television dissemination but also new media approaches that provide audiences with novel cultural experiences, enabling them to actively choose to engage with

Three Jin history, culture, local customs, and traditions during their exploratory processes.

Given that new media has transformed public reading habits, we can develop blogs, podcasts, and BBS forums focused on Three Jin culture to introduce its history and origins, presenting its profound content in accessible forms. Traditional media communication is relatively singular, primarily one-way and passive, whereas new media offers richer, multi-layered, interactive, and point-to-point communication. Netizens can comment on and interact with content, exchanging ideas and perspectives—an approach that better aligns with contemporary information consumption patterns. Utilizing new forms to disseminate Three Jin culture expands its influence and facilitates effective transmission.

As mobile media continues to develop, self-media has become a crucial communication method in the new media era. Acquiring knowledge, learning, watching videos, and obtaining information through mobile devices have become essential aspects of modern life. Therefore, Three Jin culture communication should integrate effectively with self-media forms. For instance, mobile apps could be developed to present Shanxi landscapes and Jin merchant culture, enabling the public to understand Three Jin historical allusions, myths, legends, and regional characteristics. Alternatively, Three Jin culture official accounts could be established to push daily articles, images, and videos, delivering fragmented information to audiences anytime and achieving cultural dissemination objectives.

2.2 Enhancing Communication Appeal

In an internet-based communication environment, achieving effective dissemination requires enhancing visual presentation, aesthetic quality, and engagement in website and application development. The rapid development of new media has enabled fast and convenient information transmission while raising expectations for content quality and delivery methods. Traditional media's direct, one-way transmission forced audiences to passively receive information with minimal demands on presentation form. However, with the proliferation of online information, audiences now exercise selective attention, making content quality and delivery methods equally important.

Three Jin culture can achieve comprehensive, multi-dimensional communication through diverse forms while optimizing communication channel combinations to increase transmission speed and effectiveness. For instance, the design and operation of official accounts and mobile apps should be more engaging. Recommended articles should emphasize literary quality, selected images should reflect Three Jin culture's regional characteristics and natural landscapes, and historical and cultural content should avoid dry, didactic approaches. Additionally, audience feedback and interaction during the reception process should be emphasized to maximize communication effectiveness.

2.3 Strengthening Targeted Communication

Since the new millennium, China's internet has rapidly integrated with international networks. According to surveys by the China Internet Network Information Center (CNNIC), by June 2005, China's total internet users exceeded 100 million; by June 30, 2013, CNNIC's "32nd Statistical Report on China's Internet Development" indicated that China's internet user base had reached 591 million, with mobile internet users reaching 464 million. As the internet-native generation continues to grow, youth have become the primary audience for information consumption, making internet-based reception the norm. Consequently, new media communication strategies should strengthen targeted approaches, designing forums, apps, and websites that align with young people's usage habits, aesthetic preferences, and reception patterns. Simultaneously, traditional media applications should not be neglected; combining traditional and new media enables comprehensive, all-encompassing outreach to target demographics.

Three Jin culture is profound and extensive, requiring integrated content from different perspectives and levels to achieve optimal communication effects. For youth audiences, television dramas, short videos, and other entertainment forms can embed Three Jin cultural connotations, using the production, interpretation, and reception of dramas about Jin merchant culture, courtyard culture, and family culture to accomplish media transmission. Content that is more cultural than entertaining—such as historical culture, myths, folklore, and red culture—can be disseminated through mobile self-media and cultural websites. These targeted approaches will significantly improve communication effectiveness.

Compared with traditional media, new media features stronger targeting, broader coverage, and younger audiences, enabling it to rapidly permeate social life and become a powerful social trend. Through new media's exceptional capabilities, cultural communication systems are optimized, methods become more innovative, forms more diverse, and cultural transmission power notably enhanced. Therefore, Three Jin culture communication strategies should effectively align with new media era characteristics and requirements, transforming traditional media era approaches. New media development has opened entirely new cultural communication models that play a crucial role in disseminating Three Jin culture.

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(Author Affiliation: School of Media, Shanxi Normal University)

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