Analysis of the Path of New Media to Promote the Dissemination of Regional Culture

Siqi Xu

Communication University of China, Nanjing, Nanjing 211172, Jiangsu, China

Abstract: The excellent traditional Chinese culture is the crystallization of the wisdom of generation after generation of the Chinese people, representing the spiritual state of the Chinese people, continuing the cultural context of the Chinese nation, which is conducive to improving the cultural self-confidence and cohesion of the people, and laying a solid foundation for the sustainable development of the whole nation. With the rapid development of society, human society has entered the new media era, many Western cultures have poured into China, and the dissemination and promotion of traditional culture has attracted great attention. Based on this, this paper first analyzes the opportunities and challenges faced by the dissemination of regional traditional culture in the context of the current era, and then analyzes how to promote the dissemination of regional culture from the perspective of new media, and puts forward a series of suggestions for reference only.

Keywords: new media, regional traditional culture, path

1. Introduction

Nowadays, the state vigorously advocates cultural self-confidence, encourages the people to form patriotic feelings, actively develops and carries forward the excellent traditional Chinese culture, and improves the comprehensive quality and cultivation of the people. With the rapid development of new media, there are more ways and channels for the dissemination of excellent traditional culture, but the development of new media has also brought some challenges to the dissemination of regional culture.

2. Opportunities and challenges faced by the dissemination of regional traditional culture in the new media environment

2.1 Opportunities

First, the spread has been further expanded. According to the relevant content in the 52nd "Statistical Report on the Development of China's Internet Network", in recent years, the scale of domestic netizens has continued to expand, and the Internet penetration rate has also been the same, for example, until June 2023, the total number of domestic Internet users has reached 1.079 billion, which provides a technical foundation for new media communication for the dissemination of regional traditional culture.

Second, the modes of communication are more diverse. In the era of new media, the communication methods of regional traditional culture are more diversified, in addition to the traditional offline communication, it can also be transmitted through online means, and there are various types of specific expressions, such as pictures, texts, short videos, etc., and the originally obscure elements are becoming more and more vivid and vividly presented in front of people [1].

Third, the space for the dissemination of regional traditional culture has also been further expanded. With the continuous application and maturity of technologies such as 3D, VR and AR, cultural communication is no longer limited by time and space. Taking Shaanxi Libo as an example, it conforms to the development of the times and applies 3D printing technology, with the joint efforts of all parties, the corresponding imitation is made according to the national treasure-level cultural relics deer-shaped gold monster, and the analysis is from the perspective of cultural communication, which makes the communication channels increase and the effect is better, so that more people can intuitively perceive the charm of the Xiongnu art treasures.

2.2 Challenges

First, with the rapid development and widespread application of new media, the connotation of regional tradition has been dissolved to a certain extent. According to the current situation of new media communication, more attention is paid

to the "attention economy" and "fragment economy" in the practice process, that is to say, in the process of transmitting some values or information for people, the more simple and easy-to-understand form is often emphasized, so that the scope of communication will be larger and the speed will be faster, but it is also easy to dissolve the values of regional traditional culture, or dissolve its spiritual connotation, and the essence of the content under this form is often ignored, and it is difficult for the public to perceive its inner charm.

Second, the main advantage and role of new media is usually reflected in the delivery of entertainment content, which, to a certain extent, goes against the original intention of regional traditional culture, which is national and inherited, not entertaining. For the public, the use of new media is hoped to obtain better communication results in a shorter time cost, and the main function of new media is entertainment, which is not conducive to the dissemination of regional traditional culture.

Thirdly, the digital divide has intensified. This phenomenon is mainly manifested in some remote and backward areas, where it is relatively difficult for people to contact and learn new things, which affects the spread of regional culture, reduces its coverage, and is not conducive to the inheritance of regional traditional culture [2].

3. The communication path of regional traditional culture from the perspective of new media

3.1 Highlight the value of convenience and realize communication innovation

New media has played a huge role in information dissemination, for the dissemination of regional traditional culture, the advantages of new media are more prominent, in order to further play the role of new media in the future, better achieve the goal of regional traditional culture communication, but also need to give full play to the convenience value of new media, in order to achieve communication innovation. The organic combination of information technology and traditional culture allows the audience to have a better interactive experience, and also provides the audience with a more diverse path to understand traditional culture, so that the influence of traditional culture is stronger. In the process of innovating communication channels, VR technology can be used to reproduce historical scenes and present destroyed cultural relics in a more intuitive way, so that the audience can not only understand traditional culture, but also appreciate its intrinsic meaning and value. In addition, the development of experiential communication forms is also extremely important, the use of this method can eliminate the communication barrier between regional traditional culture to a certain extent, in the process of experiential communication, it is necessary to take the public as the core, analyze their emotional needs, understand their cultural experience, guide the public and multimedia interaction, improve their empathy ability, for example, the relevant departments responsible for the dissemination of regional traditional culture can organize Bible reading classes or carry out college education, etc., to create a better regional cultural learning environment for the people, Enhance the public's sense of cultural experience.

3.2 Pay attention to panoramic presentation and promote the digital development of traditional culture

With the combination of new media and traditional culture, the digital protection and inheritance of regional traditional culture has attracted extensive attention, in order to better reflect the charm of regional traditional culture and highlight the advantages of new media communication, it is necessary to vigorously develop digital communication. First, through information technology, such as big data, artificial intelligence or the Internet, the collection and storage of relevant resources related to regional culture can prevent the loss of resources and facilitate timely query and analysis by relevant staff. Relevant departments and personnel should keep pace with the times, vigorously promote the construction of a digital platform for regional cultural resources, and digitally collect all aspects of resources, such as folk customs, precious cultural relics and farming culture, etc., digitally process and process them, and realize panoramic presentation through the digital platform. Second, promote the digital and creative transformation of excellent regional traditional culture. In order to further promote its inheritance and promotion, it is necessary to recreate it with the help of information technology on the premise of the original content, and create resources that can better meet the aesthetic needs of the people, for example, reprocess the regional traditional culture and adapt it into corresponding movies or cartoons, so that more audiences can intuitively perceive the spiritual and cultural implications [3].

3.3 Excavate the characteristics of popularization and realize the sharing of the whole people

In the context of the current era, the combination of new media and regional traditional culture communication needs to explore new technologies and channels to make the communication effect better. In the process of applying new media, relevant staff should dig deep into the characteristics of popularization, and try their best to realize the sharing of

regional traditional culture by the whole people. For example, you can use short videos for publicity, or with the help of live broadcast platforms to vigorously promote, not only to further highlight the cultural brand, but also to expand the scope of communication, and as more people understand and understand traditional culture, the mass base of traditional culture will be stronger in the future, which is conducive to continuous dissemination and inheritance, so that regional culture can be deeply rooted in the hearts of the people, and also improve the comprehensive quality and cultivation of the general public.

4. Conclusion

To sum up, with the rapid development of new media, the combination of regional traditional culture and new media has attracted widespread attention and attention from all walks of life. Therefore, in the future, we should actively explore how to apply new media to the dissemination of regional traditional culture, develop more diversified new media communication paths, lay a solid foundation for the dissemination and promotion of traditional culture, and make traditional Chinese culture maintain its vitality forever.

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