Exploring the Influence and Potential of New Media on Traditional Cultural Communication

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Abstract. This paper delves into the dynamic relationship between new media and traditional cultural communication, aiming to shed light on their impact, competitive advantages, and audience dynamics. It begins by unveiling the evolving landscape of new media platforms, highlighting the challenges faced by traditional cultural communication, and underscoring the positive influence wielded by new media in this context. Subsequently, the study scrutinizes the competitive edges inherent in new media platforms, encompassing their expansive reach, cost-efficiency, and heightened interactivity. The article also navigates through the shifting demographics of traditional cultural communication's audience, focusing on the preferences and heightened engagement of the younger generation. In conclusion, the findings of this research are synthesized, culminating in a forward-looking proposal for the future evolution of traditional cultural communication. The digital age brings with it the risk of oversimplification and misrepresentation. Traditional cultural elements may be distilled into bite-sized, easily digestible content, potentially diluting their depth and significance. Additionally, there is the challenge of discerning authentic cultural representation from appropriation and commercialization.

1. Introduction

With the development of the Internet and the increasing maturity of new media technology, traditional culture is facing new opportunities and challenges in the digital era. The rise of new media platforms provides new ways and means for the dissemination and inheritance of traditional culture. This paper aims to explore the influence and role of new media on traditional cultural communication, and analyze its unique competitive advantages and audience characteristics [1]. This paper analyzes the rapid development of the Internet and new media, the dilemma of traditional cultural communication, and the positive impact of new media on traditional cultural communication [2]. With the popularization and use of new media platforms such as social media and online videos, traditional culture has been more widely disseminated. At the same time, traditional culture faces the limitations of time, space and content differences in the digital age, which is difficult to resonate with young people. Therefore, the rise of new media platforms provides new opportunities for the dissemination of traditional culture. This paper will focus on the influence and role of new media on the dissemination of traditional culture. Traditional culture is a treasure of a country and a nation, and inheriting and carrying forward traditional culture is of great significance for cultivating and inheriting the national spirit and enhancing cultural self-confidence. As a new way and means of traditional culture dissemination, new media platforms can better attract young people to participate in the inheritance and development of traditional culture. Through in-depth study of the influence of new media on the dissemination of traditional culture, we can provide new ideas and methods for the inheritance and development of traditional culture. This paper will focus on the following questions: how does new media affect the dissemination of traditional culture, what is the competitive advantage of new media platforms, and what is the impact of new media communication on the audience of traditional culture? This paper aims to analyze the influence and role of new media on traditional cultural communication, explore the competitive advantages of new media platforms, and analyze the audience characteristics of traditional cultural communication. This article will first introduce the influence and role of new media on traditional cultural communication, including the rapid development of new media platforms, the dilemma of traditional cultural communication, and the positive impact of new media on traditional cultural communication. Second, it will analyze the competitive advantages of new media platforms, including the expansion of dissemination, cost reduction and enhanced interactivity. Then, the audience characteristics of traditional cultural communication will be explored, including the preferences and increased participation of young people. Finally, the research results of this paper will be summarized and the future development of traditional culture communication will be proposed.
2. Representative Products

New media platforms such as Douyin, B Station, Xiaohongshu, etc. provide a broad stage, enabling traditional cultural programs, documentaries, dramas and other content to achieve new empowerment through digital means. According to statistics, as of June 2021, there are 1,557 representative items of national intangible cultural heritage in China. In order to help explore the cultural and market value of intangible cultural heritage and help the dissemination of intangible cultural heritage, the Douyin platform has launched programs such as "Intangible Cultural Heritage Partners" and "Seeing Craftsmanship", through strengthening traffic support, official training, live broadcast base services, etc., so that intangible cultural heritage can be seen by more people, while bringing more employment opportunities and generating more income for intangible cultural heritage inheritors. Which was once on fire at Station B, through entering the thousand-year-old porcelain capital Jingdezhen, into the life of porcelain makers to understand the history and development of porcelain, and adding popular elements that young people like to see in documentaries. In a novel way, the audience will be presented with the historical stories and changes of various porcelain such as Doucai porcelain, Lang kiln red, blue and white porcelain, and Linglong porcelain. In the current era of short videos on Internet platforms, traditional operas such as Peking Opera, Kunqu Opera, and Huangmei Opera have also ushered in a new renewal. Many creators combine popular elements with traditional opera, and use the influence of new media platforms to inherit and promote traditional culture. From the rave reviews of "Chiling" to the tens of billions of broadcasts of "Wanjiang" to the popularity of "Wujia 2021", the combination of national tide and opera has made the traditional national essence shine on the Internet. This type of work has attracted the love of netizens, especially young people, on social platforms. For contemporary people, traditional opera has many constraints such as time and place, and the content is quite different from modern culture, which is difficult to resonate with the younger generation. Nowadays, the Internet and social media have broken the barriers of time and space, and the novel combination of modernity and tradition also allows the audience to feel the charm of traditional culture. New media has gradually become a window for audiences to understand traditional culture, forming a matrix of traditional arts such as opera art through diversified communication channels, expanding the audience from square inches under the stage to thousands of screens.

3. Competitive Advantages

Compared with traditional marketing methods, new media marketing has a larger scope of communication. New media platforms such as social media (Facebook, Instagram, Twitter, LinkedIn), video sharing sites (YouTube, TikTok), blogs and online news sites have been widely popularized and used worldwide. These platforms are capable of attracting billions of users every day, and through social media platforms, diversified communication methods can be used to reach more potential target groups. Secondly, the cost of new media marketing is lower. Compared with traditional advertising, new media platforms such as social media and online video have lower advertising costs, and creators can produce and disseminate content at a relatively low cost, so that more people can participate in cultural promotion and dissemination. In addition, new media has higher interactivity, its rise and development is not limited by time and space, effectively connecting traditional culture and new media, creating highlights and showing its value, and attracting users to discuss and participate. Based on this, information such as audience response, audience size and engagement can be tracked [3]. This enables creators to better understand their audiences, optimize content based on data, and strategically adjust to better communicate traditional culture. The advent of the epidemic has caused an unprecedented impact on the tourism industry, and museums are also facing problems such as no one to visit the exhibition. This has promoted the process of digital development of museums from another angle, and some museums have got rid of difficulties through online live exhibitions, etc., helping cultural dissemination on the basis of publicizing themselves to improve the popularity of museums, and showing the audience the history and culture behind popular science exhibits [4]. According to survey statistics, the two live broadcasts of the Gansu Museum reached 900,000 people online at the same time, and the live broadcast of the collection of the Suzhou Museum reached 1.93 million views, which is equivalent to its offline passenger flow for three months. On the other hand, the "digital +" industry is also another idea for museums to develop under the situation of Internet new media [5]. Many museums have opened cloud viewing channels on websites, clients, and WeChat mini programs, so that visitors who cannot go out due to the epidemic can freely view exhibitions through the Internet, media and other platforms. Digitize the museum's artifacts and collections with digital artifacts and create an online antiquities database that allows people to browse and search the museum's collections. Provide guided tours, introductions, historical information queries and other functions to help visitors better understand the content of the collection. On this basis, AR technology is combined to provide immersive experience, enhance the sense of interaction and user experience satisfaction. The marketing model under the new media situation breaks the time and space barriers of cultural communication and provides users with more convenient channels; compared with the relatively single and boring viewing method offline, the experience mode of digital and virtual reality undoubtedly attracts people's attention to a greater extent [6]. As a carrier of cultural dissemination and inheritance, the new media platform has played an irreplaceable role in the development of traditional culture in the current era, showing amazing advantages.
4. Audience

New media technologies make it possible to combine traditional culture with innovation. Cross-border cooperation in art, music, poetry, film, and other fields has promoted the development of cultural innovation. On September 28, 2022, Shanghai Library launched the promotion of virtual ambassador Luo Tianyi, and virtual singer Luo Tianyi attended the opening ceremony and performed the chant "The Book of Poetry, Qin Feng, Yingyi". As a traditional culture that has existed and circulated in China since ancient times, after combining this trendy method loved by young people, chanting shows the audience the charm of chanting and the breadth and depth of traditional culture, and also attracts a large number of audiences to participate in the inheritance and development of traditional culture [7]. In the recent popular animation work "Chang'an 30,000 Li", a masterpiece of the successful combination of traditional culture and new media animation, "Chang'an 30,000 Li" unfolds the description of Sheng Tang from the perspective of Gao Shi, the film content is introduced by 48 ancient poems, and modern animation means are used as the medium to present the romantic imagination in the poets' hearts with 3D production technology and other audio-visual modern means combined with modern means. The combination of science and technology and culture greatly allows the audience to feel the romance of culture and the flourishing Tang Dynasty atmosphere of Chang'an [8]. Compared with the slightly boring poems in books, the means of new media animation undoubtedly have unique advantages in showing artistic conception and attracting people's attention. When the poem "All the ancient sages were lonely, only the drinker left his name" came out, the audience could see that above the Nine Heavens Palace, the palace door was wide open, and countless poets and sages in the hall who left a brilliant mark in the long river of history raised their glasses and drank bitterly with Li Bai and others [9]. This intuitive visual impact is undoubtedly in line with people's aesthetic imagination, and can also greatly arouse the emotional resonance of the audience. This plays a vital role in promoting the spread of traditional culture in the new era, from the elderly to children, as long as you walk into the theater, you can intuitively feel the impact of culture and experience its charm and essence.

5. Future Development

Use new media to create interactive educational platforms to make it easier for the younger generation to access traditional culture. For example, online courses, games, virtual reality experiences, etc., present traditional culture in a way that attracts the interest of young people. It is encouraging people to share their understanding and pay attention to the feelings and experiences of the audience. Use new media platforms to promote dialogue and exchange between different cultures [10]. This helps traditional culture to gain more attention worldwide and promote cultural integration and development. Leveraging actual cultural carriers like porcelain and tea, companies have a remarkable opportunity to engage with their audience and craft a distinctive brand identity. By harnessing the power of social media platforms, they can embark on a journey to not only enhance brand recognition but also cultivate a sterling reputation that resonates with consumers. Porcelain, with its rich history and timeless allure, can serve as a captivating focal point for companies seeking to establish a unique brand image. Businesses can create visually stunning content by sharing exquisite porcelain pictures on social media platforms. These images can capture the intricate details, craftsmanship, and elegance of porcelain creations. Through these visual narratives, companies can communicate their commitment to quality and aesthetics, reinforcing their brand's identity as one synonymous with sophistication and refinement. Moreover, the production process of porcelain presents a captivating story waiting to be told. Companies can leverage the power of videos to showcase the artistry and dedication that go into crafting porcelain masterpieces. By offering behind-the-scenes glimpses into the intricate steps involved in porcelain production, businesses can foster a deeper appreciation for the craftsmanship behind their products. This transparency not only humanizes the brand but also builds trust with consumers who value authenticity and heritage. Tea, as a cultural symbol and beloved beverage, presents another avenue for companies to connect with their audience. On social media, companies can curate content that explores the world of tea – its origins, varieties, brewing techniques, and cultural significance. Sharing informative and engaging posts about tea allows companies to position themselves as experts in the field, elevating their brand's authority and credibility. Additionally, companies can use social media as a platform to promote tea-related experiences, such as tea tastings, workshops, and cultural events. These interactive activities not only create opportunities for consumer engagement but also foster a sense of community among tea enthusiasts. By organizing and sharing such events, companies can establish themselves as facilitators of cultural experiences, further enhancing their brand's reputation. Beyond the content itself, the way companies engage with their audience on social media is crucial. Prompt and personalized responses to inquiries, comments, and messages demonstrate a commitment to customer satisfaction and build a positive brand perception. Consistency in posting content and maintaining an active online presence also reinforces the brand's reliability and relevance. Moreover, companies can collaborate with influencers and experts in the fields of porcelain and tea to expand their reach and credibility. These partnerships can lend authenticity to their brand, as influencers and experts can vouch for the quality and cultural significance of the products. In conclusion, the fusion of culture and commerce on social media offers a compelling opportunity for companies to establish a unique brand identity and bolster their reputation. Through captivating visuals, storytelling, and engagement strategies, businesses can harness the allure of porcelain and tea to create a brand that resonates with consumers on both a cultural and commercial level. By nurturing these connections and consistently delivering on their brand


promise, companies can not only enhance recognition but also foster a lasting positive reputation in the hearts and minds of their audience.

6. Conclusion

The impact of new media on traditional Chinese culture is a multifaceted and intricate issue that requires a comprehensive exploration. This phenomenon can be more effectively dissected and understood by delving into various dimensions, such as the role of new media in cultural communication, innovation, audience participation, and more. These aspects collectively contribute to a positive impact on several vital facets of traditional Chinese culture. One of the noteworthy impacts of new media is its role in enhancing cultural self-confidence. In an era where globalization and cultural exchange are prevalent, new media platforms provide a means for China to assert its cultural identity on a global stage. Through the dissemination of traditional values, practices, and art forms via new media channels, there is a resurgence of cultural pride and self-assuredness among the Chinese population. This newfound confidence stems from the realization that traditional culture holds a unique and invaluable place in the world. Furthermore, new media has proven to be a powerful tool for attracting a larger audience to traditional Chinese culture. Traditional cultural forms, such as ancient art, literature, and performing arts, once limited in their reach, can now be accessed by a global audience. Online platforms and social media have democratized cultural consumption, allowing people from diverse backgrounds to engage with and appreciate traditional Chinese culture. This broader audience base ensures that these cultural treasures do not fade into obscurity but continue to thrive and evolve. In addition to attracting a larger audience, new media plays a pivotal role in promoting traditional Chinese culture to the world. The digital age has dismantled geographical barriers, enabling cultural exchange and dialogue across borders. Traditional Chinese festivals, customs, and art forms can now be shared with an international audience, promoting cultural heritage, and fostering cultural diversity. While new media provides incredible opportunities for the dissemination of traditional culture, it also demands vigilance in preserving its authenticity and depth. To harness the power of new media fully and ensure the prosperity and inheritance of traditional culture, a holistic understanding of this complex relationship is paramount.

References