The Dilemma and Breakthrough of Traditional Culture in the Background of New Media

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Abstract

The dilemma of the dissemination of traditional culture in the new media environment is mainly manifested in: the difficulty of rectifying the name of traditional culture, the unclear rights and responsibilities of the main body of dissemination, and the difficulty of traditional culture becoming the top trend of new media. The measures to break the situation include: using collective wisdom to rebuild the territory of traditional culture; IP-based construction of communication subject; mainstream media, communication subjects, platforms, audiences and other parties cooperate to promote traditional culture to occupy the top stream of the Internet.

Keywords

New Media; Traditional Culture; Communication; Predicament; Breaking the Situation.

1. Introduction

China's traditional cultural resources are profound and inexhaustible, and today's new media platforms such as Douyin, Weibo, and Station B have a large audience. The combination of traditional culture and new media will trigger a fermenting communication effect of traditional culture. With the help of new media, a large number of effective communicators have emerged in the field of traditional culture, such as Wang Peiyu and Chen Libao. However, there are also some people who use the banner of promoting traditional Chinese culture, have no offline and no morals, and aim to attract attention and occupy network traffic, so that the boundaries of traditional culture are unclear and the content is blackened, which has a very bad social impact.

2. Difficulties Faced by the Dissemination of Traditional Culture on New Media Platforms

2.1. The Difficulty of Rectifying the Name of Traditional Culture

To realize the dual-creation development of traditional culture, we must first clarify a question: what exactly is traditional culture? Traditional culture is not a culture that exists in ancient documents and classics, and is isolated from modern life. It is a material existence and spiritual life that has continued through the long river of historical development. "There is a natural and close relationship between tradition and culture", but this does not mean that all cultures come from tradition, including dross, deformed culture, vulgar culture, and pseudo-culture under the guise of "traditional culture" . All kinds of behaviors in the name of traditional culture have brought great challenges to the rectification of traditional culture, mainly in the following aspects:

2.1.1. The Popularity of Western Culture Impacts the Survival Foundation of Traditional Culture

The content and form of Western culture are completely different from our traditional culture, which brings a strong psychological shock to the Chinese people who have been in a single

cultural model for a long time. Western commodities such as McDonald's, KFC, Coca-Cola, etc. are very popular, and American Hollywood movies have a large number of fans, and the box office is amazing. Western systems, ideas, and values are sought after by many Chinese people. For example, well-known actress Sun Haiying, Hubei University professor Liang Yanping, Chinese University of Science and Technology master Ji Ziyue, and international student Xu Xin have published a lot of insulting, anti-China, and slandering remarks on their own culture on social media. These behaviors affect the audience's perception of their own culture, break the overall cultural identity, and greatly impact the survival foundation of traditional culture.

2.1.2. The Prevalence of Internet Culture Confuses the Basic Concepts of Traditional Culture

Internet culture is grass-roots and is considered to be a culture with rivers and lakes habits, while traditional culture is an official culture, a culture that occupies a mainstream position and enjoys the right to speak. The motivation for the development of Internet culture is to attract eyeballs, and a simple and effective way to attract eyeballs is to challenge the mainstream culture. Influence, challenging the mainstream culture can easily attract people's attention in an instant... It also complies with many people's dissatisfaction or boredom with some mainstream cultures that lack innovation, and complies with people's desire for innovation, difference and change. Pursue". The 69-year-old Ma Baoguo has attracted a large number of audiences through the Internet, and his illusory and expensive performance under the name of the title has raised questions from audiences who do not know much about Taijiquan. Can such performance represent Taijiquan? Can such "Tai Chi" be considered martial arts? What exactly is Chinese Kung Fu? Is traditional culture a deceitful prop? Traditional culture is invisible and intangible in daily life. Is it just some fancy name? If people's attention can only be aroused by means of grandstanding, then under the encroachment of Internet culture, traditional culture will inevitably face the real threat of unclear concept and loss of territory.

2.1.3. Netizens' Lack of Understanding and Ability to Identify Traditional Culture

The latest "Statistical Report on Internet Development in China" shows that the number of Internet users in my country has reached 940 million, of which the total number of students is nearly 223 million, accounting for 23.7%. The main purpose of student netizens surfing the Internet is entertainment and leisure, including chasing stars, shopping, watching videos, etc. Traditional culture has a limited number of fans in the online world, and there are not many hot topics, so it is difficult to attract their attention. Traditional culture represents the orthodox face of society, and many young netizens will deliberately avoid it, or use it as spoof material. Young netizens have limited awareness of traditional culture, and the influence of traditional culture in cyberspace is declining day by day. However, middle-aged and elderly people like Ma Baoguo go against the direction of cultural development and openly sell and promote false traditional culture, which makes the original living space The limited traditional culture is even worse.

2.1.4. The False Culture of "Ma Baoguo" has Dispelled the Authority of Traditional Culture

Ma Baoguo taught Taijiquan in Britain, France, Germany and other countries, and stood at the forefront of the times in the trend of "Chinese culture going global". Chinese Kung Fu is a key for Westerners to understand China. Tai Chi has a relatively high mass base and has always been a way for many Chinese to cultivate themselves. In fact, the combat circles have long questioned the practicality of traditional martial arts, especially Taijiquan, and Ma Baoguo's performance has brought this topic to the public. After Ma Baoguo was banned, his related interviews and videos of martial arts were also blocked, but the discussion about traditional Chinese martial arts did not subside.

2.2. The Rights and Responsibilities of the Main Body of the Dissemination of Traditional Culture are Unclear

"Saints constitute the ontology of traditional Chinese culture." The saints mainly include witches, emperors, and Confucian saints represented by Confucius. These people are super communicators and communicators, and are called "Kings of Communication". The powerful cultural communication model dominated by sages has evolved to today, and it is manifested that opinion leaders at all levels play an important role in the process of cultural communication. The new media platform seems to be equal to everyone, everyone has a microphone, and a large number of so-called grassroots have poured into them to speak out, but the most influential people are still the incarnations of those "sages", including well-known experts, scholars, stars, All kinds of big V, official media, etc. Through the empowerment of new media, these saints in the new era can respond to every call, dominate public opinion in cyberspace, set communication issues, and influence audience behavior patterns.

The main propagators of traditional culture are official communication agencies (museums at all levels, cultural relics halls, official media, etc.), well-known cultural scholars (Yi Zhongtian, Yu Qiuyu, Yu Dan, etc.), industry celebrities (such as Douyin famous Peking Opera inheritor Wang Peiyu, Kuaishou famous Suona inheritor Chen Libao, rural culture communicator Li Ziqi, etc.), the state-designated non-genetic inheritor, grassroots people (ordinary communicators active on major new media platforms), etc. Under the impact of new media, orthodox communicators need to compete for limited audiences and traffic with various communicators that have suddenly emerged, and at the same time face challenges from pseudo-cultural communicators like Ma Baoguo. In the process of traditional culture becoming more and more popular and life-oriented, it must always accept the judgment of the increasingly critical public in moral and emotional aspects. The communicator itself is the incarnation and carrier of traditional culture. When their words and deeds contradict the public perception, the public will question the communicator itself and even the traditional culture. difficult situation.

What's more serious is that there are a group of people of unknown origin active in various fields of traditional culture. There are "eyes" who help people detect good and bad luck and see feng shui, and there are "well-known old Chinese medicine doctors" who can cure all diseases and so on. These people turned out to be just cheating in the real world. With the advent of the Internet age, they and the promoters behind them saw "business opportunities" and began to use the Internet to earn traffic and eyeballs, mixing up a pool of traditional culture. clean water.

2.3. It is Difficult for Traditional Culture to become the Top Stream of New Media

The orthodoxy, preaching, coagulation, and historical nature of traditional culture make it a natural barrier between it and new media, and it is not easy to cause hot topics on new media platforms. Compared with other hot social content, traditional culture is difficult to get widespread attention from netizens, and it is difficult to occupy the top stream of new media and become the darling of the Internet. But Ma Baoguo, who claims to promote Chinese Kung Fu, is an exception. Ma Baoguo's popularity has gone through the same process as other Internet celebrities: personal behavior deviation, Internet marketing, public spoofs, and media follow suit. The vulgar wind is reaching its climax. Until he was named and criticized by the People's Daily, and major platforms blocked him one after another, Ma Baoguo's farce soon ended.

Why is this kind of pseudo-cultural activity so popular, causing public participation and carnival, but it is difficult for truly high-quality traditional cultural content to be so popular? The dissemination of traditional culture on new media platforms faces the following problems: First, the content is not topical and hyped, and it is difficult to cause agglomeration effects; second, the interpretation of traditional cultural discourse is unique, and it is difficult to extend to other

fields; third, traditional culture official The background is profound and incompatible with the rivers and lakes of network culture. How to tap the core elements of traditional cultural resources and fundamentally meet the social and cultural psychological needs of the audience in a popular way is the only way for the modernization of traditional culture.

3. How to Break the Game

The popularity of Ma Baoguo and others on the Internet has not diminished. On the one hand, it shows that the public's attention to Chinese traditional culture has not diminished. On the other hand, it also shows that some netizens are not sufficiently discerning about traditional culture. The pseudo-masters are not the spokespersons of traditional Chinese culture, nor are they qualified communicators. Only by rectifying all kinds of pseudo-masters can they rectify the name of China's excellent traditional culture. At least they cannot be allowed to continue to blacken Chinese traditional culture, and they cannot mislead young people who do not have a deep understanding of martial arts and Chinese studies.

3.1. Using Collective Wisdom to Reconstruct the Traditional Cultural Map

American digital revolutionary George Gilder believed that the advent of the computer did not change but destroyed popular culture. Traditional culture has been integrated into people's daily life and values for a long time. It is a culture of "daily use without realizing it". In essence, traditional culture is also a kind of mass culture. It is a special kind of mass that has been officially recognized and protected. culture. Today's media forms and the overall social and cultural environment have undergone fundamental changes, and the needs and expressions of traditional culture are also different. "In the world of media integration, telling every important story, promoting every brand, and pleasing every consumer, etc. , all through multimedia platforms." Everyone has fragments or images of traditional culture in their minds. Driven by the convergence of media, people are always motivated and interested to communicate with each other and discuss topics and content of interest. "New resources created by the accumulation of free time around the world", this kind of resources is called "cognitive surplus", and contemporary people have more and more time and energy to invest in the construction and maintenance of online public things Wikipedia and Douban groups are both products of cognitive surplus.

In the process of online communication, traditional culture has unclear boundaries and confusing concepts, and is even used and distorted by Ma Baoguo. It is the participation, attention and discussion of many netizens that make the essence of the incident manifest. Traditional culture is a large systematic construction. Everyone seems to be a blind person who touches an elephant, and what he feels is only a part of it. Only relying on official authority or the cultural sentiments of the people cannot do a good job in the modern construction of traditional culture, and we must give full play to the initiative of each individual. Everyone has cultural fragments in their hands, and traditional culture is like a huge puzzle. Only by gathering the wisdom of the whole people and making each fragment fit perfectly into the corresponding position can a complete traditional cultural map be constructed.

3.2. Create Traditional Cultural IP

"The mobile Internet has built an era of acceleration where there is excess information and scarce attention, thus creating IP-based expressions and making IP a new connection symbol and discourse system." A large number of Internet celebrity IPs have emerged in different fields, such as Li Jiaqi and Wei Ya who are doing live broadcasts, Internet celebrity doctor "Zhang Wenhong", Peking University girl Li Xueqin who talks about talk shows, and "Sweet Wild Boy" Ding Zhen, etc. In the field of traditional culture, Deyun Club has established an IP development system with Guo Degang and Yu Qian as big IPs, and Yue Yunpeng, Guo Qilin, Zhang Yunlei and

other small IPs, and Li Ziqi, as a super IP of traditional Chinese rural culture, has been popular for several years in a row No reduction. The success of IP can be attributed to: "unique content capabilities, potential value of its own topics, continuous personalized interpretation, integration and use of new technologies, and more efficient traffic realization". The realization of traffic means the acquisition of economic benefits and the affirmation of its social value, which is the fundamental driving force for the behavior of Internet celebrities. The IP construction of traditional culture should pay attention to the following aspects: First, the benefits of communication behavior, traditional culture should bring practical benefits to the communicators, obtain the improvement of life, and "realize the derivative development of performance, communication and profit". Only in this way can a group of stable IPs be created. Li Ziqi has successfully achieved personal branding and achieved an annual income of over 100 million through opening an online store and filming videos, realizing the perfect integration of traditional culture and modern business model, which is a very successful demonstration. The second is IP matrix construction. The goal of IP construction is to create a strong IP matrix, develop IP content that can resonate with a wide range of cultures, break through the traditional single communication channel, and realize the matrix combination of multimedia platforms and different levels of content.

3.3. Boosting Traditional Culture to become the Top Stream on the Internet

Nowadays, the amount of information on the Internet is becoming more and more abundant, but the audience's attention is limited. Practice has shown that various rankings launched by media platforms relying on algorithms play a crucial role in the audience's reception of information, balancing the mass information and limited attention. the contradiction. For example, there are three hot search lists on Weibo, namely "Hot Search List" Topics List" and "Key News List". Content is flooded in between", which greatly interferes with the audience's attention to traditional culture, especially for young netizens, the backbone of traditional culture. It is necessary to push more excellent traditional culture to the eyes of the broad audience, so as to make the discussion about culture Attracting the participation of netizens and boosting the topic of traditional culture to the top of the Internet requires the participation of mainstream media, communication subjects, platforms and many parties to jointly build a good atmosphere for cultural communication and a high-quality online space.

3.3.1. Leading and Bench-marking Role of Mainstream Media

"Mainstream official media is the "mouthpiece" of the party and the people, and cannot be "absent" and "aphasia" in the field of online entertainment. It should actively enter various online entertainment platforms to build positions and continuously provide branded networks that conform to the mainstream value orientation. Entertainment content. At the same time, we must firmly grasp the political orientation and value orientation of online public opinion, and actively speak out against various online entertainment "anomie" phenomena and have the courage to show their swords." The Ma Baoguo incident was an online carnival spawned by platforms and individuals, and the mainstream media, as super communicators, played a role in turning things around and setting the tone. The mainstream media represents the official voice and position, and can also do a lot in the network communication of traditional culture. For example, in the reporting of many social hot events, the public opinion guidance function should be strengthened, navigating the direction of news reports, and integrating cultural thinking and analysis. Even in "star, fishy, sexual" and other events, comments can be strengthened, discussion topics can be set, and the audience can be guided to think deeply about the event from a positive perspective. For example, in the case of Peking University's son murdering his mother, the Nanjing high school student's mother murdering case, the mother killing her biological son, etc., most of the reports on the violation of human relations, such as the reason for the incident, the details of the killing, etc., are easy to arouse the audience's

curiosity The content of the heart lacks a higher-level extension, such as parent-child education, female education, family education, etc., and deeply think about the reasons for such incidents, rather than just content with curiosity and sensationalism.

3.3.2. Give Full Play to the Social Demonstration of the "King of Communication" at All Levels and become a Sample of Traditional Culture Communication

The Forbidden City is known as the super big IP of Chinese traditional culture. It has achieved very good results in mining traditional cultural resources and promoting the modern commercialization and networking of traditional culture. billions.

3.3.3. The Platform should Strengthen the Gatekeeping Function and Push the Most Valuable Content to the Audience

Although the platform is the first gatekeeper of information, many platforms adopt the mechanism of "publish first and then filter", which will increase traffic support for many eye-catching content, which was the case in the Ma Baoguo incident. The platform's supervision performance is not good. When the event ferments, the algorithm makes this kind of information enter the rankings or hot search list. If the official media criticizes and the government department takes rectification, the platform has to cooperate with the action to block or cancel the display of relevant content. "Information dissemination follows the principle of public interest, and only by filtering vulgar and false information" can the platform optimize information.

3.3.4. Improve Audience Media Literacy

The audience in the new media era, "both the receiver and the disseminator of information, can be regarded as a kind of information subject with blurred boundaries and a transitional state", the audience's network behavior, such as clicking, following, forwarding, commenting , secondary creation, etc. will be captured by the algorithm to determine the direction and flow of information. If in the traditional business model "customer is God", then in the new media environment, "the audience decides everything, everything is to attract the audience". If the broad audience is unaware of how influential individuals are after being empowered by the Internet, they wantonly spread vulgar content, express irresponsible opinions, follow others' opinions, and lack discernment and appreciation, which will lead to a lack of culture in cyberspace. On the one hand, the audience must spread positive energy, and from a healthy perspective, produce various information content in a way that the public likes to hear; on the other hand, they must resist all kinds of bad information, and do not follow the trend, do not forward, and do not interpret Ma Baoguo-style incidents, and do not let this happen. Hot search on class information. Respond to the call of the state, join the trend of disseminating excellent traditional culture, strengthen one's own cultural accomplishment, start from personal life, extract and discover valuable cultural content for dissemination, and strive to become the dissemination carrier and business card of China's excellent traditional culture.

4. Conclusion

In short, in the era of new media communication, efforts should be made to dissolve the gap between online culture and traditional culture, and promote the multifaceted integration of the two in content and form. Traditional culture should step down from the altar and go out of the temple, master the key of super communication, and strive to make the truth, goodness and beauty in traditional culture become the background and picture of network culture through good cooperation with new media in all aspects, and use good money to drive out the bad currency.

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