

# Research on the Network Communication Path of Chinese Excellent Traditional Culture under the Condition of Informatization

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**Abstract:** Chinese excellent traditional culture has a profound heritage and is the source of strength for firm cultural confidence in the new era. In the context of the increasingly blurred boundaries of globalization, how to make good use of the new media tools in the trend of Information to popularize the Chinese excellent traditional culture is worthy of consideration and has research significance. Starting from the origin of culture, this paper focuses on analyzing and studying the characteristics of today's culture and the main forms and problems of Chinese excellent traditional culture network communication under the condition of Information, and explores the optimization of the path of Chinese excellent traditional culture network communication from the aspects of platform interaction, content creation, digital addition, public participation, etc. in order to provide useful references for the new era of giving full play to the positive energy of Chinese excellent traditional culture and enhancing the cultural confidence of Chinese people. In order to optimize the path of Chinese excellent traditional culture online communication in the new era and enhance the cultural self-confidence of Chinese people.

**Keywords:** New media; Chinese excellent traditional culture; Cultural self-confidence

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## 1. The Old and New Meaning of Culture

As an important element of the spiritual dimension, culture carries more philosophical significance from a disciplinary point of view. To a certain extent, culture can be seen as an expression of philosophical ideas, shaping the embryonic form of culture. It is a must for all of us to recognize culture, and to see the dichotomous attributes of traditional culture before we can form a new cultural system that is beneficial to today's society, thus speeding up the pace of social progress.

The combination of traditional culture and each era is not a one-off, have gone through the baptism of the society, system, core values, and so on, only to be transformed into a unique shape. In today's world of increasingly frequent cultural exchanges, young people are the main force in how to keep the roots of the excellent traditional Chinese culture, therefore, young people are still the most important audience for the inculcation of the excellent traditional Chinese culture. It should not be overlooked that today's world is still a world of dialectical materialism, and the arrival of a new round of technological revolution has brought new opportunities for the development of traditional Chinese culture, which is presented and disseminated in a more intuitive way, which is more pleasing to young people and easier to accept.

## 2. Forms of Online Communication of Chinese Excellent Traditional Culture

### 2.1 Content Presentation of TV Programs

Cultural variety shows have begun to quietly emerge in recent years, and have widely aroused the audience's enthusiasm for traditional culture tracing and appreciation.

The Chinese Poetry Conference has been launched for eight consecutive seasons so far, and the program is designed to make viewers understand the meanings in the verses and provide upward strength for today's times. It is worth mentioning that most of the contestants are ordinary people, but they are able to write numerous poems at their fingertips and are deeply attracted by the charm of the excellent traditional Chinese culture.

### 2.2 Short Video Creation

As one of the main platforms for network traffic, a certain sound has introduced special effects of changing national costumes of 56 Chinese nationalities in recent years, providing a stage for the majority of netizens to experience national cultures online, and making them interested in minority cultures. At the same time, the platform has repeatedly initiated topics on the promotion of outstanding traditional Chinese

culture, which has led to extensive discussions. Many video creators who love national style and tell Chinese stories have also gained popularity on these platforms.

### **2.3 Program design of the evening party**

In the past two years, Henan TV has frequently launched a number of eye-catching programs about Chinese traditional culture, relying on traditional festivals with Chinese characteristics, and launched a number of out-of-the-ring programs such as "2021 Henan Spring Festival Gala", which has successfully brought Henan TV on the hot search, and at the same time, it has successfully portrayed a number of popular roles such as "Tang Xiaomei" and created an audio-visual feast for the audience, as well as an audio-visual feast for the audience. A visual and audio feast for the audience, but also let the people of China feel the same beauty of China a thousand years ago.

### **2.4 Relying on the live broadcast of network platforms for cultural propaganda**

In 2022, the Oriental Selection launched the "Oriental Selection to see the world", different from the simple live broadcast of goods, this time the map focus on expanding to the cultural tourism. 2023 May, Yu Minhong, founder of New Oriental, personally led a team to visit Datong, Shuozhou, Xinzhou in Shanxi Province, etc. For five consecutive days, the cooperation provinces set a record of the longest live broadcast in a partner province, the number of onlookers and the number of likes is rising, low-profile Shanxi finally ushered in her highlights, the two-way mutually beneficial mode of cooperation is opened.

### **2.5 Contextual reproduction of TV programs**

In addition to the design of the content, there are also some cultural TV programs that use contextual settings for cultural propaganda. For example, "National Treasure" adopts the way of movie and television interpretation, taking "the most important weapon of the country" as the core, interpreting its past life and present life, and telling the mission of the national treasure in a gradual manner<sup>[1]</sup>. Letting national treasures come alive and giving temperature to national treasures is easier to create a connection between the audience and the cultural relics in this way than feeling the traces of history through the cold windows, and it also gives the cultural relics a new vitality of the times.

## **3. Deficiencies in the Network Communication Path of Chinese Excellent Traditional Culture**

### **3.1 The network communication platform has not formed effective interaction**

In the era of new media, network platforms, especially short video platforms, are increasing rapidly. Because there is a lot of homogeneity in content production and form presentation, and the operation of the platform is more in pursuit of the introduction of traffic, so the concept of meaningful communication has not been formed. Secondly, the relationship between platforms is more competitive, platforms have not established a sense of cooperation, all platforms are decentralized to establish their own framework of activities, and there is not strong interaction and wide dissemination among each other.

### **3.2 Network communication is not enough to build the connotation of traditional culture, and the content is mixed**

New media as a new industry, the legal regulation is relatively lagging behind, the content audit is not strict enough, although there is no lack of positive content creators who really take the inheritance of excellent traditional Chinese culture as their mission, but the reality is that the traditional culture will be entertained, bantering video in the minority, which is difficult to avoid in the era of entertainment.

### **3.3 The means to regulate the online dissemination of traditional culture need to be improved**

The online dissemination of traditional culture needs to be supported by a clean and positive online environment, and the comprehensive means of regulation should start from the joint efforts of multiple subjects, including the prior audit and real-time review of online platform operators and supervision by administrative departments. At the same time, a major feature of cyberspace is borderlessness, transnational and cross-border cultural communication also needs to be regulated to a certain extent, and the formulation of foreign-related laws is also of practical significance.

### **3.4 The online communication means of Chinese excellent traditional culture is still relatively single**

Although the dissemination of Chinese excellent traditional culture in the all-media era is diversified and efficient compared with traditional means, most of the online short videos or other forms of content creators are not innovative enough, and most of them use straightforward story narration, poetry interpretation, non-legacy craft production and artistic presentation, which are not very appealing to the audience and network users.

### **3.5 The degree of public participation in the network communication of Chinese outstanding traditional culture is not high**

Throughout the present traditional culture network communication main body is mostly scholars, non-hereditary inheritors, public figures, etc. relying on the program or short video, but the establishment of cultural self-confidence depends on the participation of the whole population, but at present the dissemination rate of the general audience is far from enough, and the participation rate of the active video crea-

tion is not high, which directly leads to the popularization rate of the traditional culture can not be guaranteed, which results in the reduction of the output rate of the cultural self-confidence.

## **4. Optimization of the network communication path of Chinese excellent traditional culture**

### **4.1 Integrate resources between network platforms, enhance the awareness of cultural dissemination, and do a good job of their own positioning**

As a carrier of video programs, the network platform side should pay more attention to its own social responsibility. First, optimize the video recommendation, push more high-quality videos of Chinese excellent traditional culture to platform users, and improve the forwarding rate of high-quality videos; second, establish a positive cooperation and interaction mechanism between platforms, the formation of a complete cultural communication chain and the creation of a cultural atmosphere requires the combination of multiple platforms with their own characteristics and advantages, and carry out positive cooperation in order to enhance the influence of cultural communication.

### **4.2 Strengthen the supervision of network platforms and improve the quality of content**

First of all, online platforms should strengthen the content review, and should not tolerate the emergence of behaviors such as over-entertainment of traditional culture for the sake of traffic<sup>[2]</sup>; Secondly, the administrative regulation should also be more flexible and specific. The relevant administrative departments should further refine the regulatory measures and formulate targeted regulatory initiatives in combination with the specific operational reality of the platform. At the same time, because traditional culture involves more categories, the establishment of a unified regulatory standard is also necessary; third, the legal level through the improvement of the legal regulatory system, to clarify the governance responsibility of the Internet platform; finally, the video creators should establish a sense of responsibility, improve their own quality, and truly show the Chinese aesthetics.

### **4.3 Change from "Internet + traditional culture" to "traditional culture + digital science and technology", and constantly enrich the means of traditional Chinese culture network communication**

Gradually realize the digital conversion of cultural resources, let digital science and technology empower culture, actively develop software and platforms about Chinese excellent traditional culture, and organize and carry out various types of cloud exhibitions, cloud performances and other online digital cultural activities. Secondly, enriching the video mode of existing platforms, configuring exquisite costumes and props, and creating novel storylines not only help to bring cultural relics to life, but also convey the historical and cultural significance of the relics to the audience in an interesting and valuable way.

### **4.4 Enhance the degree of public participation in the network communication of Chinese excellent traditional culture, and young people should be the main force of cultural communication<sup>[3]</sup>**

On the one hand, college education should actively carry out lectures and forums on the integration of Chinese excellent traditional culture into the new media, and encourage young netizens to participate in cultural communication and construction by using the means of the new media; on the other hand, network platforms should think about the introduction of incentives to help creators to carry out better and more efficient work, and to help creators to make more effective and efficient work. On the other hand, online platforms should consider introducing some relevant incentives to help creators make better and more efficient content presentation and stimulate the public's enthusiasm for creation.

## **5. Conclusion**

Culture is a medium for human beings to dialog with the world, giving us a deeper understanding of ourselves and others. The arrival of the information age is an opportunity for the popularization of Chinese traditional culture to all people. It is the responsibility of every Chinese to carry forward Chinese traditional culture, so that cultural confidence will become stronger and stronger riding on the east wind of online media.

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