

On the New Path of Traditional Culture Communication under the Background of New Media

Yang Xue

Changjiang Polytechnic, Wuhan, Hubei, 430079, China

email: 465925576@qq.com

Keywords: New Media Culture, New Media Ancient Books, Virtual Reality, Ancient Books Reading, Cultural Confidence

Abstract: The Ministry of industry and information technology proposes to promote the development of key industries of "new media culture" and promote the transplantation of existing digital content into virtual reality content. From the perspective of "new media culture", this paper explores the practical significance of using virtual reality technology to promote the transfer of existing ancient books to virtual reality content, and sums up the "new media ancient books" to promote the reading of ancient books and the transmission of traditional culture. There are six significant changes in broadcasting, namely, the transformation of reading carrier from two-dimensional to three-dimensional form, the transformation of reading content from text form to rich media form, the transformation of readers from a single group to multiple groups of users, the transformation of traditional cultural knowledge acquisition path from a single sense to multiple senses, the transformation of reading depth from the understanding of structured ancient texts to the direction of horizontal and vertical combination, and the transformation of readers to The memory of the contents of ancient books is deepened and strengthened.

1. Introduction

Digital Humanities promotes the integration of Humanities and information technology. The promotion of ancient books reading is an important reading service content of the library[1]. The successive emergence of big data, cloud computing, Internet of things, new media and other technologies provides infinite possibilities for the promotion of ancient books reading[2]. At present, a large number of pictures, picture books, ancient books, images, videos and other cultural materials have been digitized, forming a large-scale data collection with a variety of specialties. The relatively mature and representative databases of ancient books include China basic ancient books database, Han Tang collection, Chinese historical records collection of stone carvings of all ages, four collections of wenyuange, etc. However, due to these digitized ancient books Text utilization only stays in the digital substitution stage of paper-based ancient books, resulting in the low utilization rate of ancient book text data. 3R Technology (new media of virtual reality technology, AR of augmented reality technology, MR of hybrid reality technology) can provide readers with unparalleled reading experience [3]. Broadly speaking, virtual reality includes augmented reality and hybrid reality, which can expand human perception, change product form and service mode, and have a profound impact on economy, technology, culture and other aspects. In the field of culture, the Ministry of industry and information technology issued guidance on accelerating the development of virtual reality industry on December 25, 2018, which proposed to promote the development of "new media" key industries, promote the transfer of existing digital content to virtual reality content, meet the people's cultural consumption upgrading needs, improve the multi sensory experience mode, and innovate Cultural communication mode[4]. Therefore, it is an effective way for the library to promote the reading of Chinese ancient books and the dissemination of traditional culture from the perspective of "new media" to use virtual reality technology to promote the transfer of existing ancient book data to virtual reality content and promote the deep use of ancient book digital text [5].

2. Cultural Confidence and Excellent Traditional Culture

Since the eighteen years, the general secretary Xi Jinping has called cultural confidence and road confidence, theoretical self-confidence and institutional self-confidence as "four self confidently". The nineteen reports stressed that the root of socialism with Chinese characteristics is the excellent Chinese traditional culture which breeds the five thousand civilization of China. One of the reasons for our confidence in culture lies in the accumulation of deep historical culture[6]. The cultural contributions of the Chinese nation in science and technology, agriculture, politics, economy, medicine and other fields have a profound impact on the progress of world civilization. With the improvement of people's material life, people's demand for culture and cultural products is increasing in quantity and quality. Ancient books are usually ancient books with rich knowledge content and ideological connotation. Even though they are influenced by political, economic, cultural and personal preferences in the process of spreading, generally speaking, the existing ancient books are the crystallization of Chinese excellent traditional culture, which are worth reading and promoting.

Table 1 Evolution of text carrier

Stage	Literature carrier	Technical support	Document circulation	Information presentation
Pre paper age	Mud board, oracle bone, gold, stone, bamboo slips, silk, papyrus, parchment, scallop leaves.	The original form of nature	Singing, engraving and copying	Recorded text
The age of paper	paper	Plant fiber raw material is formed by artificial mechanical and chemical action	Singing, engraving, transcription, printing	Recorded text

2.1. NEW MEDIA CULTURE

New media originated in the 1960s, it can fully mobilize people's visual, auditory, tactile, olfactory, taste and other senses, with immersive, interactive application experience[7]. In July 2017, the Ministry of culture, in accordance with the law of the people's Republic of China on the protection of public cultural services, the opinions of the general office of the Central Committee of the Communist Party of China and the general office of the State Council on accelerating the construction of modern public cultural service system, the outline of the national cultural development and reform plan during the 13th five year plan and the cultural development and reform plan during the 13th five year plan of the Ministry of culture, designated the Ministry of culture to issue the Ministry of culture In the notice of the 13th five year plan for the construction of public digital culture, public cultural institutions (libraries, museums, art galleries) are encouraged to build interactive experience space, utilize virtual reality and augmented reality technology, and improve the interactivity and interest of public cultural services[8]. In December 2018, the release of opinions encouraged the migration of existing digital content to virtual reality content, met the people's demand for consumption upgrading, provided the existing digital ancient book text data to readers in virtual reality mode, and enriched the cultural content supply of virtual reality experience. "New media" is the "perfect product" of a number of new technologies, a new platform of human-computer interaction for vision fusion, knowledge inheritance and spiritual exchange, and also a "new knowledge media". According to different user needs and application scenarios, "new media" related applications have a variety of patterns, typical of four application patterns[9]: the application with mobile phones and portable glasses as the interaction subject; the lightweight new media technology application with cloud platform as the content subject; the rich experience new media application with perceptual devices and head mounted displays as the interaction subject, and its user experience has A strong sense of interaction and immersion; to integrate vehicles such as cockpit, seat and treadmill into a four-dimensional + Super experience new media application in

human-computer interaction.

Table 2

Type	Subtype	Representative ancient books
Philosophy	buddhism	Zhouyi, Daodejing
Nature and technology	Astronomy	Dunhuang star map
	Geography	Zhou Li
	Water conservancy	SHUI JING ZHU
Agriculture	Animal husbandry	Kapok spectrum
	Bu style sheep raising law	Qi Min Yao Shu
	Plant	Pulse channel

2.2. "NEW MEDIA"

High quality digital content of ancient books is the prerequisite for the success of the development of "new media". At present, the digital project of ancient books in China is relatively mature, and there are many digital libraries of ancient books. It's the starting point for "new media" to attract users, such as embedding human-computer interaction experience, reader interaction experience, ancient text follow-up and error correction in the application system, which makes the obscure ancient books more interesting. The traditional two-dimensional reading can only provide limited information for readers at the visual level, "new media" application can provide readers with immersive and interactive reading experience: immersive scholars price and Anderson define the immersive sense of virtual reality technology as the use of multimedia technology to create a series of scenarios, making users feel the created scenarios in another context. The application of "new media" can fully mobilize the readers' multi senses, enable them to obtain the immersive reading experience. In the three-dimensional environment, they can reproduce the historical scene intuitively, dynamically and with pictures and texts, so as to provide the readers with the reading experience from "through" to ancient times, and provide a full range of audio-visual feast. In the virtual reality reading environment, the visual recognition system switches the video, picture, text, new media scene restoration and the display of related links according to the length of time that the reader's eyes stay on the text. The reader can expand the relevant knowledge system while reading the target ancient books. In the report of Gartner's top ten strategic technology trends in 2019, Gartner pointed out that the top ten strategic technology trends that need to be explored in 2019 include immersive experience, which is a new perceptual interaction model between people and the digital world supported by new media technology. This combination transformation makes immersive experience become the mainstream experience in the future.

3. Reading Ancient Books and New Ways of Cultural Communication

3.1. TRADITIONAL ANCIENT BOOKS BORROWING AND CULTURAL COMMUNICATION

McAdam and mcreedy described in a critical review of knowledge management models that the whole life cycle of knowledge from creation, record to use and communication is related to each other, which also conforms to the whole life cycle growth pattern of knowledge from creation to communication in ancient books (Figure 1). The creation of ancient knowledge needs to combine the scientific knowledge and social knowledge under the background of that time, and then record the knowledge to form ancient books through official or private writing. Readers need to go to official, Academy, society, private library, temple and other collection institutions to borrow or exchange books to learn ancient philosophy, politics, agriculture, medical treatment and other knowledge. In ancient times, it was difficult for people who didn't have books to read, and borrowing or exchanging books was far from a pleasant thing, which brought many limitations to the use and dissemination of ancient books knowledge, resulting in the low utilization rate of ancient books and the lack of cultural communication, which indirectly affected the innovation and

creation of culture. But under the background of "new media", the limitations of the past can be effectively solved.

3.2. BORROWING AND CULTURAL COMMUNICATION OF ANCIENT BOOKS UNDER THE BACKGROUND OF "NEW MEDIA"

The first word of "Literature" appeared in the existing ancient books is Analects of Confucius. Ba Yi: "Confucius said: Xia Li, I can say that Qi is not enough. Yin Li, I can say that Song Dynasty was not enough. The literature is insufficient. Enough, then I can take it. " It means that Xia's and Yin's rites are still insufficient for verification because of the lack of documents. Confucius initially asked for documents in order to understand the past laws and regulations. Today's documents are the basis for people to recognize and study history. Carrier is the object that carries literature. According to the order of appearance in history, scholar sun Shunhua divides the evolution of character carrier into pre paper era (before the invention of paper), paper era (after the invention of paper) and post paper era (after the emergence of electronic media). From ancient times to now, the more important character carrier is shown in Table 2. The development of information technology has made great changes in the traditional form of text carrier. Paper books and e-books, one is the reading carrier inherited from the ancient culture, the other is the emerging carrier in the Internet era. Although in the information age, "mobile + computer + e-reader" as the carrier of digital reading is more and more accepted by people, but this is only the preliminary stage of human exploration of the reading carrier, the AR / new media reading mode with multi sensory experience can better call readers' reading interest. The world of human life is three-dimensional, but before the emergence of AR / new media books, the text content presented by the literature carrier is two-dimensional. A series of innovative experiments show that the three-dimensional world presented by new media technology can provide more rich content information. "New media" helps readers to break the limitation of time and space and get a new reading experience. Since 2016, "new media" such as "open your eyes: the great adventure of dinosaur world", "the first lesson in space" and "Qingming River map" of new media have opened the first river of "new media book". HTC vive and canteas China have jointly released the first virtual reality reading experience in the world -< Yueyou Conde Nast traveler new media magazine, the above applications can provide three-dimensional and vivid reading scenes, support readers to interact with the book content, which lays the foundation for the development of "new media".

3.3. THE TRANSFORMATION OF READING CONTENT FROM TEXT FORM TO RICH MEDIA FORM

There are different styles of ancient books and documents in history, which have a profound impact on the development of individual and regional culture. Taking red cliff Fu as an example, it is the representative work of Su Shi, a writer of the Northern Song Dynasty. It is not only loved and inherited by later generations of writers, but also loved by ancient painters. In the early stage of transmission, the way of both pictures and texts, one picture and one article, was adopted. Ma he's drawing in the Southern Song Dynasty and song Gao's drawing in the Southern Song Dynasty Zong and Zhao compose the book "Red Cliff Fu map", which is the second innovation and dissemination of literary works from writing to painting.

4. Conclusion

"New media" is the change of traditional ancient book reading mode. It has important practical significance to promote the promotion of ancient book reading and traditional culture communication in library. However, the research and application of both existing "new media" and "new media" are still in the initial pioneering stage. Under the background of "new media" era, libraries or library disciplines should establish a new media reading system jointly with publishing institutions, high-tech enterprises and other institutions, promote the transplantation of digital ancient book content to virtual reality, strengthen the construction of "new media" content, and promote the publicity of new media technology and new media ancient book reading. Through a

series of reading activities, we will attract readers to join in the "new media ancient books", enhance readers' interest in reading ancient books, promote the spread of traditional Chinese culture, make traditional Chinese culture understood, accepted and respected, realize the "going out" of Chinese culture, and really improve the confidence of Chinese culture.

References

- [1] Koeva, Mila, Luleva, et al. (2017). Sensors, Vol. 17, Pages 829: Integrating Spherical Panoramas and Maps for Visualization of Cultural Heritage Objects Using Virtual Reality Technology, vol. 17, no. 4, pp. 829.
- [2] Gregory L. Ulmer, John Craig Freeman. (2018). Beyond the Virtual Public Square: Ubiquitous Computing and the New Politics of Well-Being. Springer International Publishing.
- [3] Amrita Joshi. (2018). Vedantic applications of augmented reality for strategic social marketing campaigns in India. Journal of Indian Business Research, vol. 10, no. 9.
- [4] Naoki Kondo, Katsuhiko Ikezawa, Masaru Ozeki. (2017). Automatic modeling of Japanese ancient architectures. 2017 International Conference on Digital Arts, Media and Technology (ICDAMT). IEEE.
- [5] Li Chunxiao, Sun Ruizhi, Dai Yizhou,. (2017). Intelligent exhibition platform of Chinese ancient farming virtual scene based on Unity3D. Transactions of the Chinese Society of Agricultural Engineering, vol. 33, pp. 308-314.
- [6] Andrew M. Sherrill, Alex O. Rothbaum, Lauren B. McSweeney,. (2019). Virtual Reality Exposure Therapy for Posttraumatic Stress Disorder. Psychiatric Annals, vol. 49, no. 8, pp. 343-347.
- [7] Kistler Logan, Ware Roselyn, Smith Oliver,. (2017). A new model for ancient DNA decay based on paleogenomic meta-analysis. Nucleic Acids Research, no. 11, pp. 11.
- [8] Sam Zukoff. (2017). The Reduplicative System of Ancient Greek and a New Analysis of Attic Reduplication. Linguistic Inquiry, vol. 48, no. 3, pp. 459-497.
- [9] Ioannides M, Magnenat-Thalmann N, Papagiannakis G. (2017). Mixed Reality and Gamification for Cultural Heritage.