

Research on the International Communication Path of Chinese Traditional Culture in the New Media Era

Yu Mei

School of International Education, Jiangsu Vocational Institute of Architectural Technology, Xuzhou, 221000, China

Keywords: New media era; Traditional culture; International communication; Path exploration; Long-term mechanism

Abstract: In order to meet the challenge of cultural inheritance and communication brought by globalization, this paper focuses on the path exploration of international communication of traditional culture in the new media era. At the beginning of the article, the concept and characteristics of the new media era are clarified, and the important significance of traditional culture in the field of international communication is emphasized. Based on this, this paper further expounds the necessity and urgency of studying the international communication path of traditional culture in the new media era. Then, by analyzing the actual application of new media technology in traditional culture communication, the article deeply discusses how new media communication has a profound impact on the content, form and audience of traditional culture. The paper also points out a series of challenges faced by traditional culture in international communication in the new media era. Therefore, this paper puts forward a series of specific strategies, aiming at promoting the international spread of traditional culture by using new media technology, including content innovation, form diversification and audience positioning accuracy. It is hoped that this research can contribute wisdom and strength to the inheritance and promotion of Chinese excellent traditional culture.

1. Introduction

In today's ever-changing era, new media, like an unstoppable torrent, has profoundly changed our way of life, way of thinking and way of information dissemination with its unique charm and unlimited possibilities [1]. The new media era is a new era of information dissemination based on digital technology, with network platform as the carrier and interactivity as the feature [2]. In this era, information spreads at the speed of light, crosses national boundaries and connects the world, making cultural exchange and integration more convenient and rapid than ever before [3].

Traditional culture is the treasure of national spirit and the crystallization of wisdom precipitated in the long history. It plays an important role in international communication [4]. It is an important symbol of cultural identity and an important bridge of cultural exchange. Through the international spread of traditional culture, we can let the world know more about China's history, philosophy, art and values, and enhance the understanding and respect between different cultures [5]. The international spread of traditional culture is also an important way to enhance the soft power of national culture, which helps to shape the international image of the country and enhance its international influence.

In the new media era, the international communication of traditional culture is facing unprecedented opportunities and challenges. On the one hand, new media technology provides a broader platform and more diverse means for the spread of traditional culture [6]. On the other hand, information overload, cultural differences, language barriers and other issues also make the international spread of traditional culture more complicated and difficult [7]. Therefore, it is particularly necessary and urgent to study the international communication path of traditional culture in the new media era. The purpose of this paper is to explore how to use the advantages of new media technology to innovate the international communication mode of traditional culture and improve the international communication effect of traditional culture.

2. The present situation and challenges of traditional culture communication in the new media era

In the new media era, the way of traditional culture communication has undergone earth-shaking changes. New media technologies such as social media, short video platforms and online cultural exhibitions have sprung up, providing a new channel and stage for the spread of traditional culture. On social media, people let the content of traditional culture spread rapidly in a viral way by sharing, forwarding and commenting [8]. Short video platform, with its short, pithy and easy to spread, allows the essence of traditional culture to reach hundreds of millions of viewers in a few minutes or even seconds. Online cultural exhibitions break the time and space constraints, allowing people to appreciate the cultural treasures around the world without leaving home.

The spread of new media has had a profound impact on the content, form and audience of traditional culture, as shown in Figure 1.

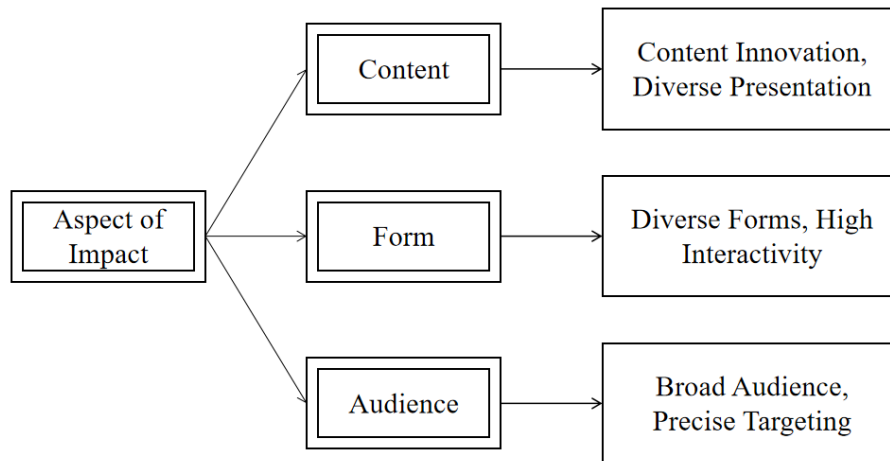


Figure 1 The influence of new media communication on traditional culture

The new media makes the presentation of traditional culture more diversified and fragmented, which not only retains the essence of traditional culture, but also incorporates modern elements, making it closer to the aesthetics and interests of young people. At the same time, the new media technology provides a richer and more vivid means of expression for the spread of traditional culture, so that the audience can feel the charm of traditional culture on the spot. Moreover, new media communication has broken the communication barriers of traditional culture, enabling traditional culture to cross the boundaries of age, region and culture and reach a wider audience. However, the international communication of traditional culture in the new media era is also facing many challenges [9]. Cultural differences are a problem that cannot be ignored. There are differences in the understanding and acceptance of traditional culture by audiences in different cultural backgrounds, which requires us to pay attention to the adaptability and inclusiveness of culture in the process of communication. Language barrier is also a big problem in the international communication of traditional culture. How to accurately convey the connotation and charm of traditional culture to audiences with different language backgrounds is a problem that we need to think deeply [10]. In addition, in the era of information explosion, how to make traditional culture stand out from numerous information and attract the attention of the audience? How to protect the intellectual property rights of traditional culture and prevent it from being maliciously violated and abused? These are all problems that need to be solved urgently.

3. Exploration on the international communication path of traditional culture in the new media era

In the new media era, the international spread of traditional culture needs to keep pace with the times and innovate and break through constantly. In order to push traditional culture to the international stage more effectively, this paper puts forward a series of specific strategies.

(1) Content innovation is the key. This paper holds that we should dig deep into the connotation of traditional culture, combine modern aesthetics and international perspective, and create novel and attractive content. At the same time, pay attention to the story, so that traditional culture can be presented to international audiences in a vivid and interesting way.

(2) Diversified forms are also indispensable. In addition to using traditional means of text and pictures, we can also use new media forms such as video, audio and interactive experience to show traditional culture to international audiences in a more three-dimensional and diversified way.

(3) Accurate audience positioning is also an important means to improve the communication effect. Relevant personnel should thoroughly study the cultural background, interests and needs of audiences in different countries and regions, and formulate targeted communication strategies. In this way, traditional culture will be closer to the international audience.

In the new media era, traditional cultural communication organizations cannot fight alone, but need to cooperate closely with new media platforms, governments, enterprises, non-governmental organizations and other multi-subjects. The government can provide policy support and financial support to create favorable conditions for the international spread of traditional culture. Enterprises can give full play to their advantages in marketing and brand promotion, and inject new vitality into the international spread of traditional culture. Non-governmental organizations can play a bridge role in international and cultural exchanges, and build more platforms for the international spread of traditional culture. Through the synergy of multiple subjects, we can form a joint force to jointly promote the international spread of traditional culture. In practice, we can find some successful cases, as shown in Table 1.

Table 1: Successful Cases of International Dissemination of Traditional Culture in the New Media Era

Case Number	Key Success Factors	Specific Implementation Strategies
1	Innovative content, diverse forms, attracting international audiences	Adopt storytelling narratives, combining videos, audios, interactive experiences, and other various forms
2	Government provides policy support and funding, creating favorable conditions	Formulate relevant policies, establish specialized funds, support international dissemination projects
3	Enterprises leverage marketing and brand promotion advantages, injecting new vitality	Utilize enterprise marketing networks, engage in brand collaborations, expand the influence of traditional culture
4	NGOs serve as bridges, building platforms for international exchange and cultural exchange	Organize international cultural exchange activities, promote interaction between traditional culture and the international community
5	Synergistic effects of multiple entities, forming a united force to jointly promote international dissemination	Government, enterprises, NGOs, and other multiple entities establish cooperation mechanisms to jointly advance projects

These successful cases in the table provide us with valuable experience and enlightenment: the international communication of traditional culture in the new media era needs constant innovation and experimentation, and pays attention to the attractiveness of content and the diversity of forms. At the same time, relevant personnel should strengthen cooperation and coordination with multiple subjects to jointly promote the international spread of traditional culture.

4. Countermeasures and suggestions for the international communication of traditional culture in the new media era

In order to strengthen the international spread of traditional culture in the new media era, this paper puts forward the countermeasures and suggestions in Table 2. The table lists the countermeasures and suggestions to strengthen the international communication of traditional

culture in the new media era, and at the same time specifies the implementation mode of each suggestion.

Table 2: Suggestions for Strengthening the International Dissemination of Traditional Culture in the New Media Era

Suggestion	Specific Implementation Approach
Innovate traditional culture content to adapt to new media dissemination characteristics	Explore the connotations of traditional culture and create new media content integrated with modern elements
Diversify dissemination forms to enhance international audience participation	Utilize various forms such as videos, audios, live streams, and interactive experiences for dissemination
Strengthen government support by providing policy and financial guarantees	Formulate relevant supporting policies and establish special funds to support international dissemination projects
Leverage enterprise advantages to promote the internationalization of the cultural industry	Encourage enterprises to participate in international cultural exchanges and promote the export of cultural products and services
Enhance the role of NGOs in building international exchange platforms	Organize international cultural exchange activities and establish international cooperation networks
Strengthen collaboration among multiple entities to form a synergistic dissemination effort	Establish cooperation mechanisms among government, enterprises, NGOs, etc., to jointly promote dissemination
Utilize big data and AI for precise audience targeting	Analyze international audience needs, customize dissemination content, and improve dissemination effectiveness
Strengthen international cultural exchanges to enhance mutual understanding and identification	Host international cultural festivals, exhibitions, forums, and other activities to promote cultural exchange and mutual learning

Finally, we should emphasize the persistence and long-term nature of traditional culture in international communication. The international spread of traditional culture is not a task that can be completed overnight, but a cause that needs our long-term persistence and efforts. Due to cultural differences, language barriers and the variability of the international environment, the international spread of traditional culture faces many challenges and difficulties. We should not only be satisfied with the temporary communication effect, but also have a long-term vision and strategic planning. Therefore, it is necessary to establish a long-term mechanism to ensure that the international spread of traditional culture can be sustained and stable. This mechanism should include content creation, communication channels, audience analysis, effect evaluation and other links to form a complete communication system. Only by establishing a perfect long-term mechanism to ensure the international spread of traditional culture can be sustained and stable, can we make the traditional culture glow with new vitality and vitality in the new media era, enter the world stage, and let more people know and love China's traditional culture.

5. Conclusions

In the new media era, the international communication of traditional culture is facing unprecedented opportunities and challenges. Through in-depth analysis of the application status of new media technology and its influence on the spread of traditional culture, we find that only by constantly innovating communication strategies and strengthening cooperation with multiple subjects can we effectively promote the international spread of traditional culture. Therefore, this paper puts forward a series of specific strategies and suggestions, aiming at making use of the advantages of new media technology to make traditional culture go to the world in a more vivid and diversified way.

The rapid development of new media technology in the future will bring unprecedented opportunities for the international spread of traditional culture. The maturity of artificial intelligence technology will make the content creation, communication mode and audience analysis of

traditional culture more accurate and efficient. Through intelligent algorithms, we can better understand the cultural preferences and needs of international audiences and tailor more attractive traditional cultural content for them. The wide application of virtual reality technology will provide an immersive cultural experience for international audiences, making them feel the charm of traditional culture as if they were in the long history of China. The application of big data technology will help us grasp the effect and feedback of international communication of traditional culture more comprehensively, and provide strong data support for subsequent communication strategies.

To sum up, the new media era provides a broad space and possibility for the international spread of traditional culture. However, in order to truly realize the effective spread of traditional culture, we need to make continuous efforts and constantly explore new ways and means of communication. It is also the focus and direction of our future work to establish a long-term mechanism to ensure the sustained and stable international spread of traditional culture.

References

- [1] Zhang Xinyu, Huang Kui. Research on the Strategic Path of International Dissemination of Excellent Traditional Chinese Culture [J]. Guizhou Ethnic Studies, 2022, 43(5): 93-98.
- [2] Fang Yuan, Li Chun. Exploring the International Dissemination of Excellent Traditional Chinese Culture through the Beijing Winter Olympics [J]. Journal of China Radio and Television Studies, 2022, (04): 12-14.
- [3] Meng Jian. The Modern Shaping and International Dissemination of Traditional Culture [J]. People's Forum, 2022(2): 119-122.
- [4] Zhang Ming, Chen Bo. Research on the Construction of the Appeal of International Dissemination of Excellent Traditional Chinese Culture [J]. Hubei Social Sciences, 2021, (08): 157-162.
- [5] Dong Tiantian. The International Expression of Excellent Traditional Chinese Culture in Digital Art [J]. Art Panorama, 2023, 39(5): 19-26.
- [6] Zhao Yiqing, Huang Xiaohui. The International Dissemination of Calligraphy from the Perspective of International Chinese Education [J]. Chinese Calligraphy, 2023(10): 204-206.
- [7] Yang Jing, Zhang Zhen. Reflection and Countermeasures on the International Dissemination of Chinese Traditional Sports Culture [J]. Journal of Sport Culture Guide, 2021, (06): 48-54.
- [8] Cong Yunfei, Jia Tao. The Construction of Discourse System and Path Selection for the International Dissemination of Chinese Culture [J]. Journalism Lover, 2024(7): 49-52.
- [9] Zhang Siying, Ouyang Qian. The Inheritance, Innovation, and International Dissemination Practices of Core Chinese Terminology [J]. China Publishing, 2022(20): 38-41.
- [10] Wu Ying, Qiao Lijuan. Global Communication Strategies and Paths for Building a Cultural Power [J]. Youth Journalist, 2021, (06): 12-14.