

# Dissemination and Inheritance of Local Culture under the Background of New Media

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## Abstract

**Different regions have different cultural types and contents due to differences in history, culture and region. To realize the inheritance and development of local culture, it is necessary to spread the unique local culture widely. In the context of new media, local culture is facing huge challenges in dissemination and inheritance. This article first briefly introduces the connotation of local culture, then discusses the advantages of new media in the dissemination and inheritance of local culture, and then analyzes the communication strategies of local culture under new media to help local culture better spread and inherit.**

## Keywords

**New media; Local culture; Communication and inheritance.**

## 1. Introduction

The culture of a region is accumulated in historical development. Local culture often has significant complexity and depth, which makes it subject to the means and channels of communication, slow development, and cannot get ideal communication and inheritance in the trend of historical development. With the development and wide application of new media technology, new media technology has gradually shown a strong influence in cultural communication with its strong advantages in information interaction. Whether new media can play a positive role in the spread and inheritance of local culture is worthy of in-depth consideration and research by relevant personnel. Therefore, this article analyzes the advantages of new media in the spread and inheritance of local culture, and discusses the strategies of spread and inheritance of local culture, which has certain practical significance and practical value [1].

## 2. The Connotation of Local Culture

Culture is the embodiment of people's values and a unique phenomenon in the development of human society. It has a profound impact on people's thinking and spirit. In the process of continuous cultural development, due to the influence of various factors, a unique local culture has been formed. Generally speaking, local culture usually has three elements: place, characteristics and culture. Due to differences in regional characteristics, production methods, and communication methods, different regions have gradually formed their own distinctive local cultures during the development process [2]. Take Anshan area as an example. Iron-smelting culture, tourism culture, jade culture, etc. are all characteristics of Anshan area culture, and they have always played an important role in the development of Anshan area. Therefore, in order to spread and inherit local culture, we must pay attention to digging out the connotation of local culture, and constantly enrich the way of spreading local culture, so that

more people can understand the characteristics and charm of local culture, so as to realize the inheritance and development of local culture.

### **3. The Advantages of New Media in Spreading and Inheriting Local Culture**

Compared with traditional media, new media not only have the same properties, but also have their own advantages. Users can obtain relevant information through mobile terminals such as networked mobile phones and computers. Regarding the advantages of new media in disseminating and inheriting local culture, the following aspects are summarized:

#### **3.1. Strong Interactivity**

With the development of society and the advancement of technology, the way people communicate face-to-face has changed. The emergence of many communication software, such as Weibo, Douyin, WeChat, etc., can meet people's communication needs and receive large amounts of information from the outside world. For the dissemination and inheritance of local culture, the strong interaction of new media makes it possible to realize the exchange of local culture under the network platform and related software, which facilitates the spread and inheritance of local culture on a larger scale.

#### **3.2. Powerful Visual Effects**

The progress of society also highlights the birth of individuality. Everyone is an independent individual with different actual aesthetic needs, which often makes people pay different attention to products. Some people focus on product design, some people focus on product promotion, and some people focus on what they are interested in and like. In the new media environment, the spread and inheritance of local culture can be displayed in various forms to make the visual effect more attractive, so that more people can be exposed to local culture and realize the inheritance of local culture.

#### **3.3. Faster Transmission Speed**

Compared with traditional media, new media has significant advantages in information dissemination, such as fast dissemination speed and wide audience. New media users only need to use mobile terminals connected to the Internet such as mobile phones and computers to quickly receive network information, and can release information without being restricted by time and space, so that people can learn about emergencies in time. In the dissemination and inheritance of local culture, people can publish local cultural content and related activities anytime and anywhere, so that more people can receive rich local cultural information, which is conducive to the spread and inheritance of local culture.

### **4. Local Culture Dissemination and Inheritance Strategies in the New Media Environment**

In the new media environment, new media technology is one of the important means of local cultural dissemination. The dissemination of local culture should pay attention to the changes in the mode of dissemination with the development of the times. In addition to the single communication mode of traditional culture, we should also innovate on the platform and vision, so that more people can be exposed to local culture, so as to realize the spread and inheritance of local culture. The communication platform created by new media has significant advantages in information dissemination. Therefore, in the dissemination of local culture, the use of new media platforms can allow more people to understand local culture. In summary, the specific

strategies for local cultural dissemination and inheritance in the new media environment are as follows [3]:

#### **4.1. Actively Use Network and Network Video**

In the dissemination and inheritance of local culture, in order to let more people understand and contact the local culture, we should actively use the Internet and online video. The specific method is as follows: organically integrate text, image and sound, make full use of famous animated films, TV and video to integrate into local culture, and send it to the website with high click-through rate or video software, people prefer to watch it, and vigorously promote local culture. At the same time, when disseminating and inheriting local culture, we must pay attention to the combination of popular science and dissemination, and continuously improve the visual aesthetic effect. Not only that, but we must keep up with local cultural characteristics and create propaganda content with obvious local cultural characteristics to attract more people to consciously appreciate local culture. For example, judging from the variety shows that people currently like, the creation of a local cultural promotion website can make the local cultural characteristics deeply rooted in the hearts of the people, so that more people can consciously understand and contact the local culture, So as to realize the inheritance and development of local culture. [4]

#### **4.2. Pay Attention to the Application of Software Such as Weibo and WeChat.**

WeChat and Weibo are social software that people are familiar with in the new media era. It plays an important role in people's production and life and has a large number of users. People's reliance on and recognition of social software has gradually deepened. People can use Weibo, Douyin, etc. to share interesting things in time, and to spread emergencies in time. And express their opinions on the software platform. For example, the Tibetan boy Ding Zhen became popular on the Internet. Many viewers naturally think that Ding Zhen is a Tibetan and lives in Tibet. Sichuan News has conducted field investigations and visits in Ding Zhen's hometown, Litang Temple, to let more people know that there is a place in Sichuan's Litang Temple and are interested in the culture there, which has a good demonstration effect on the promotion of local culture. The official account of this incident fully demonstrated that while local culture is disseminated, Weibo, WeChat, Toutiao, etc. can also be effectively used to let more people understand the local culture, so as to realize the widespread dissemination and inheritance of local culture [5-6].

#### **4.3. Relying on New Media Technology to Build Local Cultural and Creative Industries**

Today, with the rapid development of modern science and technology, scientific and technological products have been popularized and applied, bringing convenience to people's lives. In this case, people rely more on technological products. Therefore, in the new media environment, the dissemination and development of local culture can also fully rely on new media technology to create local cultural and creative industries, and develop and produce cultural and creative products with local characteristics. This can not only meet people's daily needs, but also allow people to be exposed to local culture in their lives, which is conducive to the widespread dissemination and development of local culture. In specific operations, we can collect and sort out local cultural materials, refine local cultural elements, and develop cultural and creative products with local characteristics through Internet big data analysis and field research. For example, the local culture and other external images are refined, and then transformed into flat elements, printed on mobile phone cases, notebooks and other products, to develop some small commodities. In this way, it can not only reflect the artistic flavor of small commodities, but also highlight its practical characteristics, and it is easier to attract people's

attention, which is very conducive to the spread, inheritance and development of local culture [7].

#### 4.4. Speed Up the Construction of Local Cultural Teams with the Help of New Media Platforms

In addition to the above strategies, in the process of local cultural dissemination and inheritance, it is also necessary to speed up the construction of local cultural teams. The main reason is that the exchange and development of local culture cannot do without the support of the local cultural team. Therefore, the dissemination and development of local culture in the new media environment should focus on the improvement of the overall quality of the cultural team. Specifically, with the help of new media platforms, combined with offline training activities, for local cultural workers to implement comprehensive education and establish online learning platforms, it can continuously improve the skill level and comprehensive quality of local cultural workers, thereby promoting their performance. Contribute to the spread and development of local culture. Only in this way can local culture be widely disseminated in the new media environment and continuously improve the influence of local culture [8].

### 5. Concluding

In short, in the new media environment, the way people communicate and entertain has quietly undergone tremendous changes. Therefore, in the process of local cultural dissemination and inheritance, we must attach importance to the powerful functions of new media, make full use of the advantages of new media, and promote the widespread dissemination and inheritance of local culture. This requires cultural workers to make effective use of new media such as online video, Weibo, and WeChat in their specific work, and to strengthen the construction of local cultural teams to adapt to the development of new media. Only in this way can local culture be innovative Ways to spread to all parts of the world, so as to realize the spread and inheritance of local culture.

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