

# Discussion on the Innovative Paths of Network Spread of Traditional Chinese Festival Culture

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## Abstract

Chinese Internet information technology has boomed in recent years, and the network platform has become one of the main spread channels of traditional Chinese festival culture, it has advantages of strong visual spread, more comprehensive content display and richer forms. However, there are still certain difficulties in the network spread of traditional festival culture at this stage, the existing information is too complicated to attract the attention of the audience, and the existing network environment needs to be standardized. Based on this, this paper starts from the advantages of network spread of traditional Chinese festival culture, analyzes the difficulties of spread festival culture at this stage by relying on network technology, and proposes different solutions such as innovating the forms of spread and strengthening the awareness of main responsibility to provide help for the network spread reform of traditional Chinese festival culture.

## Keywords

Traditional festival culture; Network spread; New media.

## 1. Introduction

The traditional Chinese festival culture has deep richness and unique humanistic charm of the Chinese nation, it is the crystallization of the wisdom of the working people in the long history, also a powerful demonstration of the long national spirit. However, with the rapid development of Internet technology, people have more and more ways to obtain information, especially young people more and more pursue the western festival culture, which has brought a great impact on our traditional festival culture. Therefore, it is necessary to analyze the problems in the network spread of traditional Chinese festival culture to better spread the excellent culture of traditional Chinese festivals.

## 2. The Advantages of Network Spread of Traditional Chinese Festival Culture

### 2.1. It Has Strong Visual Spread Nature

In recent years, with the introduction of the concept of "Confidence in the Path, Theory, System, and Culture", various media platforms such as Weibo, WeChat, and TikTok have all tried to spread traditional Chinese festival culture by visual symbols, especially TikTok, Kuaishou and other major short video live broadcast platforms have become a more popular way for people to learn about traditional festival culture. As an important part of the Chinese nation's historical and cultural heritage, traditional Chinese festivals have rich and diverse forms of expression, various traditional festivals are also a kind of cohesion of our social and cultural life, which contain the broad and deep historical and cultural connotations of the Chinese nation. The further application of network spread means not only makes those festivals and custom commemorative activities related to traditional Chinese culture reproduced, but also shapes the features of the era inheritance of traditional festival culture in a visual way. For example,

during the Lantern Festival in 2019, a video titled "Tang Shangyuan Oil Hammer" was broadcast on the live broadcast platform, the "Shangyuan Lantern Festival", it used four minutes to describe the customs and more traditional foods of the Shangyuan Festival, for example, the glutinous rice dumplings soaked in well water and the Shangyuan oil hammer which is known as the "Pearl of Oil Painting", etc.; on Sina Weibo, under the "the Lantern Festival on the Tip of the Tongue" this topic, many netizens used more concise images, videos and texts to introduce the traditional Lantern Festival food in their hometown, some netizens also used video to record the cooking process of sweet dumplings made of glutinous rice flour. It can be seen from this that in the context of the Internet, many netizens rely on this highly visual spread means to introduce the traditional festivals in their hometown and the corresponding festival customs, which greatly enriches the contents of traditional Chinese festival culture, it is the expansion of its essence, which is conducive to the deep understanding of netizens, understand the origin of traditional festival culture, and make the true inheritance of national culture [1].

## 2.2. More Comprehensive Information Display

If we analyze the network spread of traditional festival culture from the level of disseminators and audiences, we can find that various new media at this stage can display relevant information from different aspects, so that the information of traditional Chinese festival culture can obtain more comprehensive and three-dimensional. On this basis, big data analysis technology can also realize the personalized push of relevant information, further makes the network platform become the main position for spreading traditional festival culture. Moreover, in recent years, various cultural departments and non-governmental cultural institutions have also opened their own official Weibo and WeChat accounts, and some institutions have also developed their own special mobile APPs, spread knowledge and information related to traditional Chinese festival culture, and provide various information services for netizens. On the other hand, there are many comprehensive portal websites that also use the Internet platform to carry out some special activities focusing on traditional festivals, and realize network interaction with netizen friends by publishing some videos and common sense related to traditional festivals. Furthermore, in addition to the government, enterprises and related official organizations, there are many ordinary people who rely on new media platforms to express their views and opinions, from this perspective, each of us can be a producer of information, and is also the receiver and disseminator of information. On this social media platform, the audience realizes the fission-type spread of information through a series of actions such as forwarding and sharing, and becomes a new spread subject. Therefore, it can be said that with the help of the network platform, the historical origin and development process of traditional Chinese festivals have been spread in a more plain and acceptable way, let friends from all over the country and even overseas understand the similarities and differences of customs and cultures in unifying traditional festivals in different regions, understand different traditional festival cultures from different angles, fully feel the charm of it, so that the related culture can be better continued.

## 2.3. Enriching the Forms of Festivals

If from the perspective of the contents and channels of traditional festival culture, the Internet platform has drawn thick and heavy in colors to it, especially it has won the love and favor of young people. The traditional Chinese festivals are unique to the Chinese nation and formed based on the 24 solar terms and guided by the development trend of farming culture. There are corresponding traditional festivals throughout the year, such as Spring Festival, Cold Food and Qingming Festival in spring, Dragon Boat Festival and Qixi Festival in summer, Zhongyuan Festival and Double Ninth Festival in autumn, and Laba Festival and New Year's Eve in winter, etc. The Internet platforms bring more human touch and entertainment to these traditional festivals with rich cultural, and makes people's ways of celebrating festivals more diverse. On

the basis of traditional festival celebration forms, people can also rely on Internet technology to break down the barriers in space and participate in various festival celebrations online on various new media platforms. Taking the Spring Festival which Chinese people care about and value most as an example, the Internet platform provides us with more ways to celebrate the New Year, during this festival, people can use WeChat video and other interactive functions to pass the Spring Festival blessings to relatives and friends in different places, enjoy the joy of the festival with them, and truly realize "long distance separates no bosom friends". In addition, WeChat red packet and other functions have become a continuation of traditional New Year's money, in recent years, the Spring Festival Gala has made innovations with the times, it relies on the shake function of the mobile APP to achieve online interaction with audiences all over the country, and creates a festive atmosphere where people from all over the world can participate. Therefore, it can be said that the network spread of traditional Chinese festival culture has brought different forms to it, and has been accepted and loved by more and more people [2].

### **3. Difficulties in Network Spread of Traditional Chinese Festival Culture**

#### **3.1. It is Difficult to Attract Attention**

The rapid development of Internet technology not only accelerates the speed of information spread, but also makes people spend a lot of time reading explosive information every day, as a result people are "forced" to be immersed in the sea of information every day and surrounded by the shock of all kinds of fragmented information. In this context of too many choices and limited time, people usually choose those more interesting and attractive content, this phenomenon makes the content of entertainment and vulgarity flood, which has formed an impact on the mainstream traditional culture. This extreme scarcity of attention has prompted various new media platforms to exhibit market-oriented features, makes them blindly cater to the needs of the audience while ignoring the work of traditional public welfare culture, eventually, the traditional festival culture gradually fades out of people's vision.

#### **3.2. The Spread Environment Needs to Be Regulated**

The network spread environment of traditional Chinese festival culture should include the following three aspects: first, at the system level, the network spread of traditional festival culture should be guaranteed by comprehensive and systematic system; second, in cultural ecological environment, relevant departments should untangle the stakes they will suffer; the conditions and levels of network communication infrastructure at the technical level should match the network spread technology of traditional festival culture. By analyzing the current situation of traditional Chinese festival culture network spread, it can be seen that although it has received the attention of relevant departments, there are still loopholes in its corresponding security system; in level cultural ecology, there are also various social ideological trends and diverse social values in the Internet space at this stage, the collision of these viewpoints makes traditional Chinese festival culture not only fight against Western festival culture to gain discourse sovereignty, it also needs to learn from the contents such as red festival culture to ensure that they can walk in the same direction and gain more power; from the perspective of technical environment, with the rapid development of Internet technology, emerging information storage technology, Internet of Things technology, 5G+4K and 5G+AR and other communication technologies have also been continuously developed, which requires the spread subjects of traditional festival culture to constantly adapt to new platforms and new means, learn new communication technologies and spread forms that keep pace with the times, which bring certain challenges to the network spread of traditional Chinese festival culture [3].

### **3.3. The Consumerism Tendency that Puts interest Paramount Appears**

Nowadays, in the current wave of Internet spread, many traditional festivals have been given new and specific significances by some businesses, make them a highly ceremonial marketing festival. Many of these folk customs are not formed spontaneously by the folk, nor are they nourished by folk culture, and are usually guided by consumerism that puts interest paramount. For example, in recent years, various businesses have recreated the traditional Qixi Festival, give it new cultural connotations, turn the festival significance into transformed symbol orientation, it instilled a consumption hint of "Qixi Festival = gift giving" to people. This reminds us that we must pay attention to avoiding the commercialization of festival culture, stick to the original intention of spreading traditional festival culture, truly protect the most precious part of traditional Chinese festival culture, and prevent it from being destroyed by the tendency of consumerism that puts interest paramount.

## **4. The Innovative Paths of Network Spread of Traditional Chinese Festival Culture**

### **4.1. Making Innovations in the Forms of Spread**

In recent years, all kinds of integrated media are gradually hitting their stride. Therefore, the network spread of traditional festival culture should keep pace with the times, conscientiously combine festival spread with new information technology, and build a new system of traditional festival culture spread. Adhere to the needs and experience of users as the guide, and create more products with high quality and stronger spread power. Specifically, the psychological distance between traditional festival culture and audiences can be approached by creating H5 micro-scenario products. The whole name of H5 is HTML5, which contains both text, image, and music, and video, the relevant practical results show that H5 products are highly interactive and interesting, which can bring a good sense of experience to the audience, and it is more suitable for information promotion and event promotion projects. At this stage, the main body of the Internet is mostly young users, this group usually uses mobile phones for fragmented reading and prefers new things, and is keener on personalized expression. Therefore, on the basis of increasing the strength of mobile spread, various spread subject must create various H5 micro-scenario products with the theme of the Dragon Boat Festival, Mid-Autumn Festival and other important traditional cultural festivals and traditional folk customs, show the spiritual charm of traditional Chinese culture to audience through more informative and interesting contents and forms that are convenient for browsing and spread. For example, in recent years, Guangxi News Network has launched "My New Year's "Self-Portrait"" and "New Year's Eve Dinner! Make a Special Dish for the Family during the Spring Festival and H5 fun mini-games, which have attracted the attention of many audiences and stimulated their interest in reading and spread [4].

### **4.2. Strengthening the Sense of Responsibility**

The network spread of traditional festival culture has the problem of unclear division of main responsibilities at this stage, the enthusiasm and initiative of relevant network spread subjects have not been fully stimulated, and the question of "who is responsible for spread" has not been clearly answered. Therefore, it is necessary to strengthen the main responsibility of the network spread of traditional Chinese festival culture from different aspects. First of all, the relevant mainstream media must assume the main responsibility, and truly "have the responsibility to defend the territory and devote in defending the territory". At this stage, the network space has become the main battlefield of various mainstream ideologies to fight, which requires various mainstream media to speak out bravely on the Internet platform, take traditional Chinese festival culture as a powerful weapon in ideological struggle, and bear

mission of the times to promote festival culture. Various mainstream media must enhance their propaganda intensity in the network spread of traditional festival culture, be enterprising in practice, and fulfill their due responsibilities for the publicity work of traditional festival culture under the new situation.

Secondly, the non-governmental media must strictly abide by relevant professional standards and assume social responsibilities. Compared to the official mainstream media, the non-governmental media has a strong freedom in overall development, but as media practitioner, both the mainstream media and the non-governmental media must strictly abide by the relevant laws and regulations in network spread activities, abide by the professional standards that a media person should have, and ensure that their behaviors conform to the requirements of the code of ethics. Moreover, it is necessary to ensure that the published contents can truly reflect the objective facts, and the contents must be truly reasonable and well-founded.

Finally, wide ordinary netizens should also strengthen their own constraints and consciously abide by the relevant legal bottom lines. People are the group with the highest degree of freedom and flexibility in the network spread of traditional festival culture, it is precisely because of this feature that their behaviors will show differences due to the different qualities of different subjects, moreover, due to the anonymity of the network, the publication of its speech is easy to develop towards the anomie. Therefore, it is necessary to strengthen the awareness of the main responsibility of ordinary netizens, make them can comply with laws and regulations when participating in the network spread of traditional festival culture, consciously and actively refuse to publish illegal remarks, and avoid the occurrence of behaviors that trample on public morality and violate the moral bottom line. In particular, network bloggers with certain influence such as "Internet V" should lead by example, make good use of their social influence, actively play a leading and exemplary role, and carry forward positive energy in the network spread of traditional festival culture.

### 4.3. Introducing New Technologies

In order to truly realize the innovation and enrichment of network spread means of traditional Chinese festival culture, we must do a good job in the upgrading and development of communication technology, actively introduce new technologies, and really enhance the spread effect of traditional festival culture.

First, the relevant communication subjects should introduce the latest network technology development achievements into the network spread of traditional festival culture based on the existing communication technology, rely on the latest virtual and reality technology, artificial intelligence technology, and 3D stereo technology and 4K+5G technology, etc. to realize the innovation and upgrade of network spread forms of the traditional festival culture, and truly break the time and space constraints. For example, 3D technology can be applied to the annual Spring Festival Gala Evening, it can be presented in front of the audience at close range; digital restoration technology can also be used to colorize the previously precious festival images and videos, the optimization of the network spread effect of traditional Chinese festival culture can be realized through this kind of innovation in communication technology[5].

Second, it is necessary to increase the support for the research and development of network communication technology, cultivate a large number of high-level and professional technical development talents and professional and technical talents of network spread of traditional festival culture, and effectively promote the upgrading of relevant information technology and the transformation of network communication technology reform and development, provides continuous technical support and talent support for the network spread of traditional Chinese festival culture at this stage, and ensures that fresh blood can be continuously invested in the network spread work of traditional festival culture.

#### 4.4. Relying on We-Media and Building Personalized Communication Platforms

Various we-media platforms are the products of the rapid development of network spread at this stage, various we-media users are closer to the normal life of ordinary people from ordinary people, and may have a better understanding of the will and needs of the masses than related mainstream media. With the rapid development of network technology, ordinary people can register and use relevant we-media accounts as long as they have basic Internet skills, participate in the discussion of traditional Chinese festival culture, and become we-media users who can publish information at any time. We-media has also become the main force of network spread of traditional festival culture by these civilian and personalized features. At this stage, there are many active we-media users in various forums, Weibo, WeChat public accounts and short video platforms, therefore, in order to truly optimize the network's spread effect of traditional festival culture, it is necessary to give full play to the advantages of we-media users and build personalized platforms for them that is closer to the lives of the masses and can provide customized services.

When relying on we-media and spreading related traditional festival culture, we must achieve "features first", truly highlight the unique features of the platform, and cultivate specific audience groups. Most mainstream media tend to strengthen their own popular education functions from the perspective of ideological spread in the network spread of traditional festival culture, so it is difficult to take into account the multi-level and various needs of various audience groups. In contrast, the populist and strong interactivity of the various we-media propaganda platforms can make up for this shortcoming. This requires giving encouragement to their respective we-media users, prompt them to actively create WeChat public accounts and Weibo topics related to traditional festival culture, invite professional traditional festival culture researchers, associations, universities and other institutions to participate in the construction and design work of the platform, build we-media platform of the network spread of traditional festival culture from a professional and theoretical perspective, so as to meet people's needs for different aspects of traditional festival culture.

#### 4.5. Building Clean and Upright Network Spread Environment

In order to truly realize the positive development of the network spread of traditional festival culture, it is necessary to constrain its existing network spread environment, build a clean and upright communication environment of network spread of traditional festival culture by relying on the perfect network spread guarantee system, and realize the planning and ordering of network information spread. Specifically, relevant departments can start from two aspects: system construction and legislative improvement. On the one hand, the system construction related to the protection and inheritance of traditional festival culture should be continuously strengthened, so that people can earnestly realize the importance of network spread of traditional festival culture. Relevant departments should make efforts in the protection and inheritance of traditional festival culture, need improve the organizational form of relevant commemorative activities, financial support, and introduction measures for relevant talents, etc. Moreover, it is also necessary to build an incentive and guarantee system of the network spread of traditional festival culture, attract the masses to enter into the online spread of traditional festival culture through reasonable incentive means, at the institutional level, ensure that the network spread activities of traditional festival culture have the due legitimacy and standardization. On the other hand, relevant departments should also improve relevant laws and regulations as soon as possible, and be a "gatekeeper" of the network spread of traditional festival culture. In recent years, China's network governance has been continuously deepened, and relevant departments have also issued a series of laws and regulations such as protection regulations and safety management measures, which have significantly improved the corresponding ecological environment of network spread, on this basis, relevant systems

and regulations should also be designed to the problems in the current network spread of traditional festival culture, so as to build a clean and upright network spread environment for it [6].

## 5. Conclusion

To sum up, in the spread of traditional festival culture, network technology is introduced to strengthen visual communication, enrich the contents and forms of related festivals, and display relevant festival cultural information from all directions and from multiple angles. According to the above analysis, it can be seen that relevant departments and personnel should rely on modern technology to innovate the existing spread forms; we should strengthen the awareness of subject responsibility from the perspectives of mainstream media, non-governmental media and the general public; we should also build a clean and upright network spread environment from the aspects of institutional guarantee and legal construction.

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