

# Research on the Path of New Media Promoting Undergraduates to Inherit Chinese Excellent Traditional Culture

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## **Abstract:**

Through the questionnaire survey, this paper investigates the current situation of undergraduates inheriting Chinese excellent traditional culture in the new media era. Based on the analysis of the survey results, this paper deeply discusses the positive and negative factors of new media on undergraduates inheriting Chinese excellent traditional culture. This paper studies the countermeasures of applying new media to strengthen the inheritance of Chinese excellent traditional culture by undergraduates, and puts forward some ways to realize the flexible use of new media by undergraduates by continuing to improve and consolidate the construction of new media platform, giving full play to the subjective initiative of teachers, constantly innovating the study mode of traditional culture and continuously improving the innovation and inheritance ability of undergraduates, provide a better way to inherit Chinese excellent traditional culture.

**Keywords:** *new media, undergraduate, inherit, Chinese excellent traditional culture, cultural diversity, dissemination, innovate.*

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## I. INTRODUCTION

The excellent Chinese traditional culture has a long history, and it is broad and profound. It is not only the brilliant achievements bred by the Chinese nation in the long history of thousands of years, but also the precious spiritual wealth of the contemporary Chinese people. It has played an important role in promoting the all-round development of society effectively. With the pace of building socialism with Chinese characteristics entering a new era, cultural construction has also been promoted to an unprecedented height. As the successor of building the motherland, contemporary undergraduates need to adhere cultural self-confidence and strive to inherit the excellent traditional Chinese culture in the process of striving to achieve a cultural power. Nowadays, the concept of new media has been deeply rooted in the hearts of the people. With its unique characteristics of fast communication speed, personality and strong interaction, it has been favored by undergraduates. [1] With the rapid development of cultural diversity and information networking, new media has a more direct impact on undergraduates who are not yet mature in cognitive level and behavior style. If they are not intervened and guided and allowed to develop freely, the result will be a serious cultural fault in the young undergraduates, then it has a negative impact on the cultivation of

cultural self-confidence.

Therefore, the application of new media technology to the inheritance of Chinese excellent traditional culture and the acceptance and dissemination of Chinese excellent traditional culture by undergraduates in their favorite way plays an extremely important role in promoting the establishment of cultural self-confidence, the practice of socialist core values and the improvement of their comprehensive quality, this is bound to speed up the process of building a socialist cultural power. Through practical research, based on the influencing factors of new media on Undergraduates' inheritance of Chinese excellent traditional culture, this paper puts forward the path of new media to effectively improve the level of Undergraduates' inheritance of Chinese excellent traditional culture.

## **II. THE POSITIVE INFLUENCE OF NEW MEDIA ON THE INHERITANCE OF CHINESE EXCELLENT TRADITIONAL CULTURE BY UNDERGRADUATES**

As we all know, compared with the new media, the traditional media has a single mode of communication. It usually takes the official media as the core and spreads the content in a unified way, resulting in the disadvantages of Abstract communication state and low communication efficiency. On the contrary, the new media is highly efficient in the dissemination of information, and it can use the characteristics of folk communication as the trigger line, it has the characteristics of rating of communication subjects, diverse forms, high degree of freedom, and great influence and so on. Therefore, the dissemination of Chinese excellent traditional culture through new media will achieve twice the result with half the effort.

### **2.1 Broadening the communication channels of Chinese excellent traditional culture**

Because new media can break the original space-time communication boundary, it can realize the integration with traditional media in development. Therefore, new media and traditional media realize complementary advantages and benign interaction, then effectively expand the communication channels of Chinese excellent traditional culture, and diversify the combination of platforms and channels. This also reflects the unique advantages of new media in promoting Chinese excellent traditional culture. From the perspective of the combination of various forms of communication channels, the traditional cultural resources have achieved good circulation and construction. Therefore, the new media platform has realized the full coverage mode of excellent traditional cultural communication. Compared with the target population, it has excellent communication effect both in the communication path and in the communication paradigm.

### **2.2 Enriching the study modes of undergraduates for excellent traditional culture**

The rapid development of new media technology provides an opportunity for undergraduates to get in touch with the faster and more convenient context of the times, so that undergraduates can not only understand problems from multiple perspectives, but also obtain the latest and richest excellent traditional

cultural knowledge from multiple channels, so as to build a multi-level and multi-dimensional cultural core. Through the analysis of the questionnaire survey results, it is concluded that the main channel for undergraduates to obtain information has changed from traditional media such as newspapers, magazines, television and radio to new media such as mobile phones and computers. Therefore, the dissemination of Chinese excellent traditional culture relying on new media has become an important channel for undergraduates to obtain relevant information. (Fig 1)

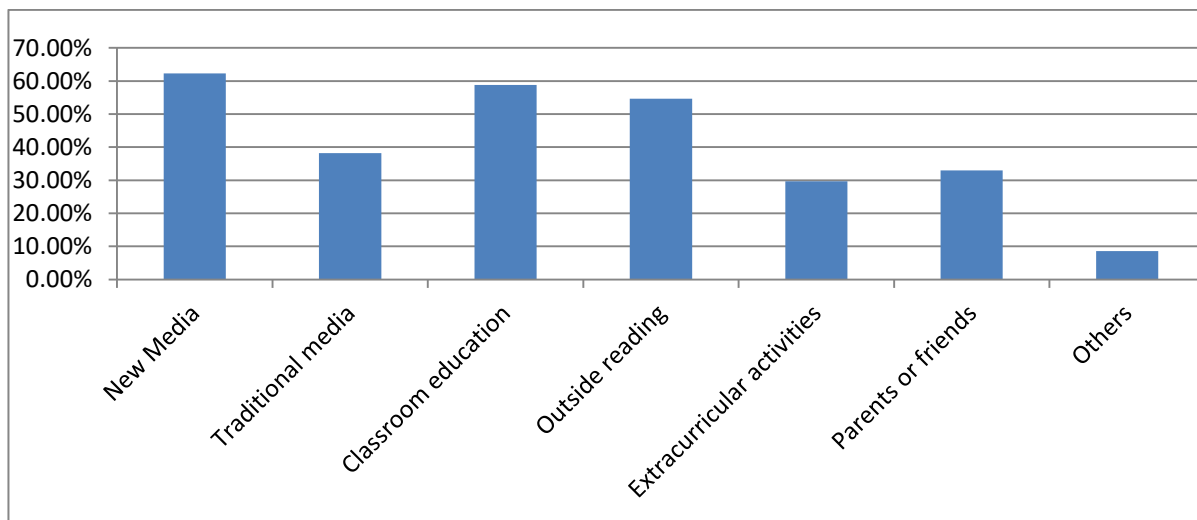


Fig 1: Channels for undergraduates to obtain information related to Chinese excellent traditional culture

At the same time, the survey data show that the organization and publicity of the dissemination of traditional culture with the help of new media can not only effectively improve the number of participants and the attention of relevant topics, but also strengthen the inheritance of excellent traditional culture and facilitate the positive innovation of the form of traditional culture inheritance activities. (Fig 2)

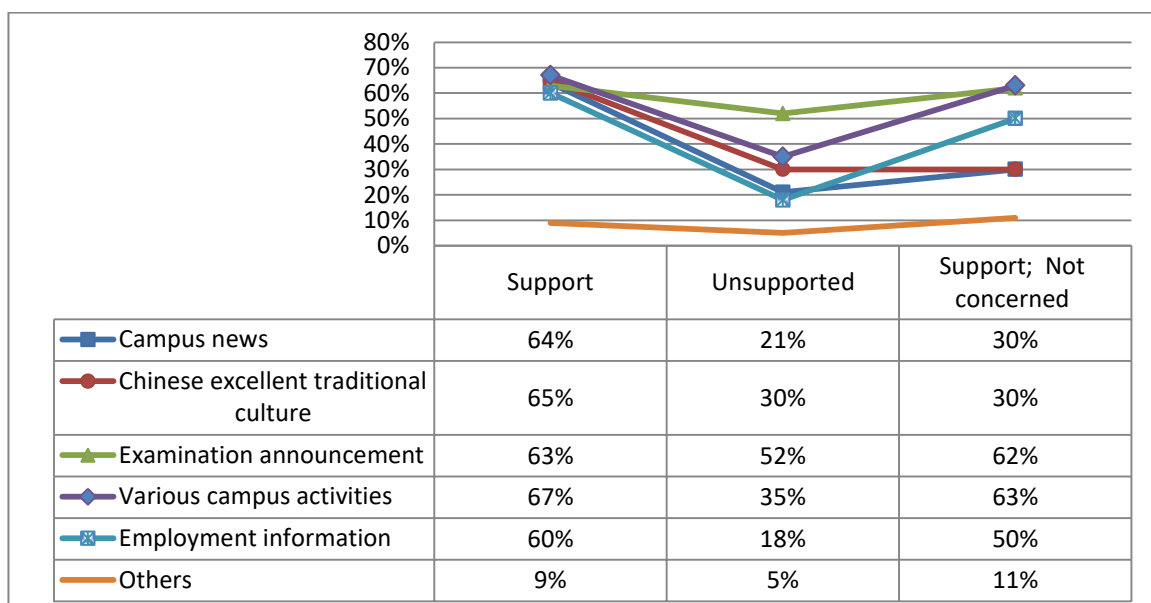


Fig 2: Topics of concern of campus new media

It can be seen that with the new media platform increasingly becoming a tool for undergraduates to understand the cultural connotation, breaking the time and space barriers, improving the transmission efficiency, and giving full play to the advantages of the platform to meet the needs of undergraduates to disseminate excellent traditional cultural information, it can effectively promote the dissemination of excellent Chinese traditional culture and greatly improve the attraction of excellent Chinese traditional culture.

### **III. THE NEGATIVE IMPACT OF NEW MEDIA ON THE INHERITANCE OF CHINESE EXCELLENT TRADITIONAL CULTURE BY UNDERGRADUATES**

Due to the remarkable openness of new media, it is bound to lead to the intersection and collision of different cultures in the dissemination, which makes undergraduates have different ways to understand knowledge according to their own information. Especially in the face of a certain kind of traditional culture, many undergraduates will fall into chaos and cannot make correct judgments and behavioral decisions.

#### **3.1 The focus of studying excellent traditional culture is reduced by diversified content**

Firstly, the digital development characteristics of new media lead to the lack of attention to the accurate interpretation of the connotation of Chinese excellent traditional culture. At the same time, the continuous development of new media has also led to the deepening of market segmentation, more fragmented communication content, more diversified communication methods, and more decentralized communication market.

Secondly, the rapid development of new media has led to the emergence of multicultural thoughts. As mentioned earlier, new media technology has enhanced the two-way nature of cultural communication. While traditional culture goes abroad, multiculturalism has also poured into the country. As the main users of new media, young people like to flaunt their individuality and freedom. Sometimes they will abandon local culture without thinking and blindly worship foreign culture, which has a negative impact on the continuous inheritance and development of Chinese excellent traditional culture.

Finally, the characteristics are highlighted by the new media that are easy to attract attention according to the characteristics of traditional culture lead to the vulgarization of cultural content to a considerable extent. For example, the micro-blog, as the most important social media in the network communication platform, enables many people at different levels to achieve good communication and interaction, and immersing themselves in it. However, on the other hand, it is not difficult to find that the participants and the content are too entertaining, weakening the positive impact of the dissemination of Chinese excellent traditional culture.

#### **3.2 The inheritance and innovation ability of undergraduates is weakened by the digitization of form**

In the process of inheriting the excellent Chinese traditional culture, undergraduates are used to obtaining the fastest and most direct answers through the search engine to solve the problems which they

encounter, without thinking about the origin and causes of the answers, and are indifferent to the profound connotation contained in the excellent traditional culture. [2]Coupled with the digital form of new media, information recipients are exposed to diversified text patterns, pictures, videos and other information, which makes the information resources contacted by youth groups overly generalized and entertained, resulting in many people only staying at a superficial level when seeking problems related to traditional culture and unable to carry out in-depth thinking.

To sum up, new media has obvious two-sided characteristics. On the one hand, it has effectively expanded the channels of cultural communication, enriched the cultural content and communication methods, and provided a better way for undergraduates to inherit traditional culture; On the other hand, undergraduates' inheritance of excellent traditional culture has also been impacted in many aspects due to the rise of new media, resulting in the weakening of the mainstream consciousness of Undergraduates' traditional culture and the weakening of their ability of innovation and inheritance. Therefore, in the process of inheriting Chinese excellent traditional culture, undergraduates should take the initiative to give full play to the advantages of new media and avoid its disadvantages; at the same time, college educators should make good use of new media technology through the combination of ideological and political education and curriculum ideological and political thinking, so as to effectively promote undergraduates to inherit Chinese excellent traditional culture.

#### **IV. EFFECTIVE USE OF NEW MEDIA TO PROMOTE UNDERGRADUATES' INHERITANCE OF CHINESE EXCELLENT TRADITIONAL CULTURE**

Digital technology and Internet technology play a fundamental role in the construction of new media platforms. In the process of inheriting Chinese excellent traditional culture, how to transform the content of traditional culture into a more specific modern form better and show it according to various technologies of new media, so as to make it easier and more acceptable for Undergraduates. Although the solution of this problem will encounter some obstacles, it is of great significance for the inheritance of Chinese excellent traditional culture. Therefore, as college educators, we should build the initiative of undergraduates to inherit traditional culture with the help of new media technology, and speed up the dissemination of traditional culture with the advantages of positive and positive new media.

##### **4.1 Continue to improve and consolidate the construction of new media platform**

With the help of the construction of new media platform to complete the inheritance and promotion of Chinese excellent traditional culture, so that the excellent traditional culture can become a spiritual force that can always guide people to be positive.

##### **4.1.1 Creating new media suitable for College Campus**

With the help of new media, the teaching content will be continuously interpreted and developed, and determined in combination with the actual situation of undergraduates, and then carry out relevant research on the subject state of undergraduates, so as to determine the inheritance mode of excellent traditional culture, and finally select the appropriate interactive mode to implement the new media technology.

[3]Therefore, only in this way, colleges and universities can become one of the main positions for undergraduates to inherit Chinese excellent traditional culture.

#### 4.1.2 Accelerating the construction of excellent traditional culture theme websites

New media technology is used to provide undergraduates with a three-dimensional browsing mode of cultural information with great network's promotion value. While improving the value of traditional culture, the study website with excellent traditional culture as the theme is constantly updated, and various columns and discussion zones are opened, so as to strengthen the guiding role of public opinion of the theme website.

#### 4.1.3 Optimizing the new media communication environment

Undergraduates should be guided constantly to establish positive and correct new media values, and strengthen their resistance to bad culture by improving their self-discipline awareness, that is, undergraduates should be purified consciously to play the guiding role of excellent traditional culture. [4] Therefore, we can consciously maintain the new media environment, strengthen the pertinence of education, and upgrade the way of communication with undergraduates, So as to promote the inheritance of Chinese excellent traditional culture among undergraduates.

### 4.2 Give full play to the subjective initiative of Teachers

Through the analysis of the effect of undergraduates inheriting Chinese excellent traditional culture, it is not difficult to see that in order to ensure the further optimization of knowledge education system effectively and improve the inheritance ability of undergraduates for Chinese excellent traditional culture under the new media environment, we must take the continuous optimization of teachers and give full play to the subjective initiative of teachers as the starting point.

#### 4.2.1 Improving the skills of College Teachers in using new media

If we want to improve teachers' comprehensive ability significantly, we can't emphasize the improvement of teaching ability simply, but should comply with the times, be familiar with the real needs of undergraduates for the inheritance of traditional culture, constantly strengthen their own new media skills training, apply relevant new media technologies to practical teaching, and improve the communication efficiency of traditional culture.

#### 4.2.2 Establishing the leading position of teachers in disseminating excellent traditional culture with the help of new media

Through the continuous improvement of their comprehensive quality, college teachers should provide undergraduates with good all-round guidance, become a real good teacher in the hearts of undergraduates, become an example for undergraduates to study, and promote the popularization, publicity and inheritance of Chinese excellent traditional culture through regular interaction between teachers and undergraduates.

#### 4.2.3 Expanding the integration mode of new media and traditional culture classroom

In the traditional classroom related to traditional culture in Colleges and universities, the teaching

mode is mainly oral, blackboard writing and teaching plan. [5] Teachers become the main body of the whole classroom space naturally. In the new media teaching, teachers can comprehensively use different forms of technical platforms such as discussion, class worship, WeChat group and cloud class to deliver the latest teaching content timely and effectively. Therefore, the organic integration of new media and traditional culture courses is bound to subvert the traditional teaching model.

#### 4.3 Innovating the study mode of traditional culture constantly

The innovation of Chinese excellent traditional culture study mode should be integrated with the timeliness of Undergraduates' personality education, timely show the study effect, and realize the organic integration of new media and campus culture construction.

##### 4.3.1 Strengthening the traditional cultural atmosphere on campus

Campus culture can be said to be the soul of a university. It endows the university with infinite spiritual charm and is the internal driving force for the rapid development of the University. [6] In shaping themselves, undergraduates will be significantly affected by the campus cultural atmosphere in terms of their thinking level, behavior habits and values. Therefore, we should fully integrate the excellent traditional Chinese culture into the construction of the campus cultural environment, fully enhance the traditional cultural genes in the campus culture, and enable undergraduates to immerse themselves, be influenced and interact in real time, So as to promote the continuous improvement of Undergraduates' traditional cultural literacy.

##### 4.3.2 Giving new ideas to the era of Chinese excellent traditional culture

With the rapid development of modern productive forces, cultural renewal should keep up with the pace of the times. On the premise of retaining the core essence and spirit, we should constantly innovate cultural artistic conception and keep pace with the times, so as to meet the spiritual and cultural needs given by the times. Therefore, colleges and universities can selectively popularize the obscure contents in traditional culture and embed them into undergraduates' daily life to make them easier to understand and participate in.

##### 4.3.3 Striving to create excellent online traditional culture courses

As shown in Fig3, undergraduates have paid great attention to the new knowledge absorbed by the online and offline courses.

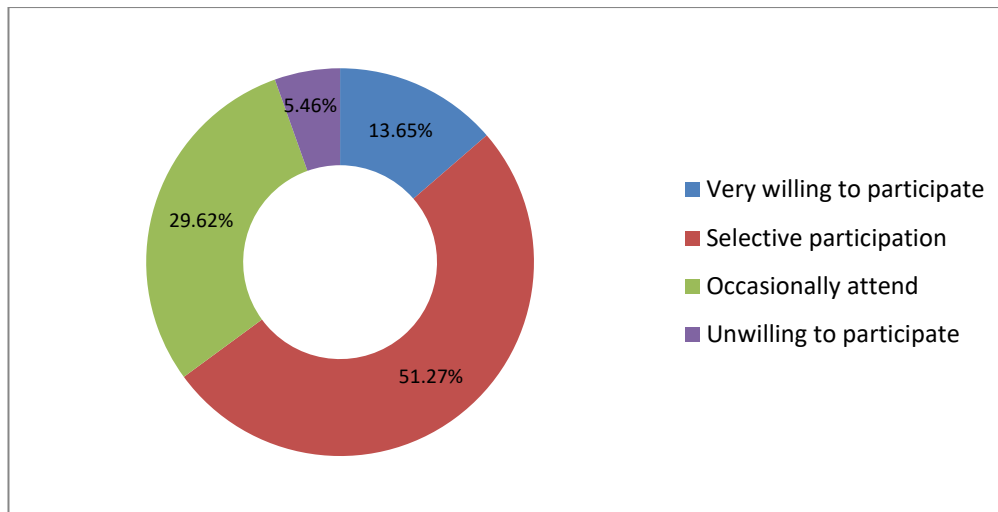


Fig 3: Undergraduates' willingness to participate in online traditional culture courses and seminars

Research shows that high-quality online traditional culture courses and seminars are enough to attract more than 60% of undergraduates. Therefore, the comprehensive use of slides, animation and other different media forms to make excellent traditional culture related courses and seminars can play a good role in publicity.

#### 4.4 Improving the Undergraduates' ability of innovation and inheritance

Although the knowledge level of undergraduates is high, they lack media literacy education for a long time. The understanding and application of new media is still spontaneous, and the characteristics of blindness and randomness are obvious. Therefore, colleges and universities should undertake their responsibility to carry out media literacy education for undergraduates, strengthen education, increase educational forms, such as the combination of theoretical guidance and practical exercise, and strive to improve undergraduates' media literacy to a new level. At the same time, colleges and universities should also take practical measures to ensure positive exchanges and communication between undergraduates and various interactive media platforms, then use new media to continuously innovate the inheritance of Chinese excellent traditional culture.

As we all know, the Internet is highly shared. In the process of transmission, all information can be gathered into people with common ideas to resonate. Therefore, in the process of mutual discussion and continuous dissemination of information, individual thinking mode and observation vision can be greatly expanded. From this point of view, today's colleges and universities must fully understand the specific ways, methods and value of network information transmission through the appropriate guidance of network application, so as to lay a solid foundation for the dissemination of Chinese excellent traditional culture.

At the same time, in view of the characteristics of today's Undergraduates' mobile phones and time fragmentation, create high-quality micro videos and short and concise Cultural Communication Series



columns, so that undergraduates can watch and listen to wonderful programs and knowledge in fragmented time, and constantly disseminate the unique charm of excellent traditional culture.

## V. CONCLUSION

The socialist culture with Chinese characteristics originates from the excellent Chinese traditional culture bred by the civilization history of the Chinese nation for more than 5000 years. In the process of ideological, political and moral education in Colleges and universities, the strong traditional cultural atmosphere plays an increasingly important role. Undergraduates are full of vitality and endless creativity. With the sail of new media, they help to inherit the excellent traditional Chinese culture, which is of great value to the whole society.

New media has many influences on undergraduates to inherit Chinese excellent traditional culture. After the author's investigation, it is found that undergraduates highly recognize the excellent Chinese traditional culture and also have a certain degree of recognition for introducing new media into the inheritance of traditional culture. However, it is noteworthy that the problems such as western cultural conflict and insufficient supervision of new media itself are still serious. Therefore, as the main position for undergraduates to inherit Chinese excellent traditional culture, colleges and universities should provide necessary guidance to undergraduates, take necessary measures to build and improve relevant inheritance methods, create inheritance atmosphere, give full play to the positive role of new media, avoid negative effects, and make new media truly become a sharp weapon for undergraduates to inherit Chinese excellent traditional culture.

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