

THE INHERITANCE AND INNOVATION OF TRADITIONAL CULTURE IN THE NEW MEDIA ENVIRONMENT

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Abstract: *With the rise and proliferation of new media, traditional culture is encountering novel opportunities and challenges in the digital era. This paper aims to delve into the inheritance and innovation of traditional culture within the new media landscape. Employing a methodological approach that incorporates both qualitative and quantitative analyses, we begin by dissecting the definition and characteristics of traditional culture, followed by an examination of the influence of new media on the transmission of traditional culture. This allows for a thorough understanding of the development status of traditional culture in the digital age and facilitates a discussion on modes of inheritance and innovation paths within the context of new media. Moreover, this paper investigates the challenges faced by traditional culture in the new media environment, such as information fragmentation, the depth of cultural inheritance, and the conflicts between traditional cultural values and new media values. Methodologically, this research adopts a mixed-methods approach, blending content analysis of digital media, surveys of cultural consumers, and interviews with practitioners to capture a multifaceted perspective. In conclusion, the paper underscores the significance of inheriting and innovating traditional culture in new media settings and offers a forward-looking perspective on future developments, suggesting strategies to further promote the inheritance and innovation of traditional culture in the age of new media. The research presented in this paper contributes to a better comprehension of the relationship between traditional culture and new media, aids in the promotion of the inheritance and innovation of traditional culture, and drives the expansion of cultural diversity and creativity.*

Keywords: *Traditional culture, new media, innovation, inheritance.*

Introduction

Against the backdrop of swift globalization and information technology advancements, new media has emerged as a critical platform for disseminating information and facilitating cultural interactions. This presents a set of challenges and opportunities for the preservation and evolution of traditional culture. The present study investigates effective methods for the preservation and innovation of traditional culture within the new media environment, which is vital for safeguarding cultural heritage and sustaining cultural vitality. New media has altered the way people consume cultural content and perceive traditional culture, yet it has also led to issues such as information fragmentation and the trivialization of culture. This paper will analyze these issues and seek methods for the transmission and innovation of traditional culture through new media. The research aims to understand the current state and trends of traditional culture in the digital era, appreciate its value within new media, its impact on identity and social cohesion, and explore how new media can enhance cultural diversity and creativity. We propose strategies for integrating traditional culture with new media to support the sustainable development of culture and the sharing of global cultural heritage.

Background

In the wave of globalization and information technology, the rapid development of new media has changed the way people access and disseminate information. At the same time, traditional culture, as a unique cultural heritage of a country or region, carries history, values, and a sense of identity, playing a crucial role in social cohesion and cultural identity (Feng, 2023). However, with the rise of social media, digital content creation, and online platforms, the inheritance and protection of traditional culture face new challenges.

The Inheritance and Innovation of Traditional Culture in the New Media Environment:

The inheritance and innovation of traditional culture in the new media environment is an important topic. The emergence of new media provides new opportunities and platforms for the dissemination of traditional culture. Through social media, online video sharing, and digital libraries, traditional culture can be disseminated more conveniently and widely to global audiences. At the same time, the development of new media technologies also provides new means and forms of expression for the innovation of traditional culture, such as virtual reality, augmented reality, and digital arts. However, the inheritance of traditional culture in the new media environment also faces challenges, such as information fragmentation, commercialization, and changes in media institutions. To ensure the inheritance and innovation of traditional culture in the new media era, efforts are needed from the government, academia, and society to strengthen policy support, theoretical research, and cultural activities. By effectively utilizing new media platforms and technologies, traditional culture can be more widely disseminated and recognized, contributing to the development of cultural diversity and creativity.

Definition and Characteristics of Traditional Culture

Traditional culture refers to the long-established and unique cultural heritage of a country or region, including its history, values, belief systems, artistic expressions, customs, moral principles, and social organizations. It is a cultural system that has evolved over a long period of time, embodying people's thoughts, emotions, and behavioral patterns (Li, 2023).

Historical Significance: Traditional culture is a product of a country or region's historical development, carrying profound historical background and evolution. For example, China's traditional culture has a long history, embodying thousands of years of historical wisdom and

experience. Through intergenerational transmission, many ancient classical literature, traditional craftsmanship, and value systems have been passed down to the present day, forming the unique cultural foundation of the Chinese nation.

Uniqueness: Traditional culture exhibits regional and ethnic characteristics, showcasing the unique cultural identity and spiritual demeanor of a country or region. For instance, traditional Japanese culture, such as the art of "Wabi-sabi," the tea ceremony, and the code of Bushido, reflects the distinctive values and lifestyle of the Japanese people. Similarly, India's ancient cultural heritage, including Indian dance, yoga, and Sanskrit, highlights the unique spirit and artistic style of Indian society.

Comprehensiveness: Traditional culture is a comprehensive cultural system that encompasses various aspects such as art, religion, morality, social customs, and daily life. For instance, China's traditional culture encompasses a wide range of artistic forms, including calligraphy, painting, music, drama, and folk customs, as well as diverse philosophical and religious beliefs from Confucianism, Taoism, and Buddhism. The comprehensiveness of traditional culture makes it an essential component of a nation or society's overall cultural system, encompassing cultural elements and shared values from different fields.

Continuity: Traditional culture is transmitted through intergenerational inheritance, passing down historical cultural traditions and values. This continuity is evident at various levels, with families, schools, and social organizations participating to varying degrees in the preservation of traditional culture. In China, the traditional customs during the Spring Festival, traditional ways of celebrating festivals, and the emphasis on family lineage and family teachings are concrete expressions of the transmission of traditional culture (Cai, 2023).

Stability and Adaptability: Traditional culture maintains relative stability during its long-term development, yet it also evolves and adapts to social changes and the development of the times. The stability of traditional culture is reflected in the long-standing preservation of traditional values and moral principles, such as filial piety, loyalty, and integrity. At the same time, traditional culture undergoes changes in response to societal transformations, accommodating new demands and development trends. For example, in modern society, the fusion and innovation of traditional culture with technology and media enable traditional culture to adopt more modern forms of expression, such as utilizing new media platforms to disseminate traditional culture and integrating traditional art forms with modern technology(Li, 2019).

Therefore, as a unique cultural heritage of a country or region, traditional culture possesses the characteristics of historical significance, uniqueness, comprehensiveness, continuity, stability, and adaptability. In-depth understanding and preservation of traditional culture are of great significance for the protection and development of a country or region's cultural diversity and uniqueness. In the era of new media, the transmission and innovation of traditional culture require a combination of traditional values and the characteristics of new media, exploring suitable paths and innovative methods for contemporary society. This will contribute to the sustainable inheritance of traditional culture, allowing it to thrive and be cherished in modern society. Additionally, the widespread use of new media platforms offers broader opportunities for the dissemination of traditional culture, promoting the interaction and integration of traditional culture with modern society, thus achieving the transmission and innovation of traditional culture.

The Value and Significance of Traditional Culture Transmission in the Contemporary Era

The value and significance of traditional culture are mainly manifested in three aspects. Firstly, traditional culture helps establish national memory and enhance national cohesion. National memory is a nation's recognition of its own development and standards, as well as evidence of its existence and development, reflecting the wisdom of the nation (Zhang & Li & Xu, 2019). Through the inheritance and promotion of traditional culture, we can better understand and recognize the history, culture, and traditions of a country or region. For example, in China, various art forms such as poetry, classical music, and traditional painting carry rich historical and cultural connotations. These art forms convey the wisdom of ancient sages and people's reflections on nature, life, and morality. Through generation after generation, traditional culture firmly embeds the nation's history, traditions, and culture in people's hearts, providing important support for national cohesion.

Secondly, traditional culture helps individuals gain cultural identity and establish national confidence. Cultural identity refers to the identification with ideals, beliefs, and values, forming a strong centripetal force and motivation among people who share the same values, thinking patterns, and behaviors (Zhang & Li & Xu, 2019). As a unique cultural heritage of a country or region, traditional culture reflects the unique spirit and cultural identity of the nation or society. By learning and experiencing traditional culture, individuals can have a deeper understanding and appreciation of the cultural group they belong to and gain a sense of cultural identity. For example, in Japan, people develop a sense of cultural identity by learning and practicing traditional cultural forms such as tea ceremony and bushido, deepening their identification with traditional Japanese values and cultivating cultural awareness and confidence. This establishment of cultural identity not only contributes to the growth and development of individuals but also provides a foundation for the harmonious development of society.

Lastly, the inheritance and innovation of traditional culture can be used to build a civilized society. Traditional culture carries the wisdom and experience of a nation or society, including rich moral principles, practical wisdom, and behavioral norms. By applying and innovating traditional culture, we can guide individual behavior and promote social harmony and development (Tian, 2022). The moral concepts and behavioral guidelines advocated by traditional culture can guide people to make correct choices and establish proper values. For example, in China, Confucianism emphasizes traditional values such as benevolence, filial piety, and ritual, which play an important guiding role in social order and individual behavior. Through inheritance and innovation, we can integrate traditional culture with the needs of modern society, driving comprehensive social development. Moreover, the inheritance and innovation of traditional culture can also facilitate the exchange and integration among different cultures, enhancing the diversity and inclusiveness of a civilized society.

In conclusion, the value and significance of traditional culture are manifested in establishing national memory and enhancing national cohesion, gaining cultural identity and establishing national confidence, and building a civilized society using traditional culture. By deeply understanding and inheriting traditional culture, we can better protect and develop the cultural diversity and uniqueness of a country or region. The inheritance and innovation of traditional culture in the context of new media require the integration of traditional values with the characteristics of new media, exploring suitable paths and innovative methods for contemporary society. This will contribute to the enduring inheritance of traditional culture, allowing it to flourish and be cherished in modern society. At the same time, the widespread

use of new media platforms provides broader opportunities for the dissemination of traditional culture, promoting interaction and fusion between traditional culture and modern society, and achieving the inheritance and innovation of traditional culture.

The Impact of New Media on the Transmission of Traditional Culture

The rapid development of new media technology has provided new platforms and means for the transmission of traditional culture, which can be seen in the following aspects:

Firstly, new media breaks the constraints of time and space imposed by traditional media, enabling traditional culture to be disseminated and accessed more widely across regions and time. Through the Internet and digital technology, traditional culture can be presented in an online format, no longer limited by the geographical and temporal restrictions of traditional media. Whether it's showcasing cultural heritage, traditional art performances, or the transmission of traditional knowledge, they can all be understood and experienced by people globally through new media technology. This characteristic of transcending geographical and temporal limitations greatly expands the reach and influence of traditional culture.

Secondly, the rise of social media has enhanced user participation and interactivity, allowing traditional culture to engage in closer interaction and communication with the audience. Traditional culture can engage in two-way interaction with users on new media platforms, and users can actively participate in the transmission and innovation of traditional culture. For example, users can share their understanding and experiences of traditional culture through social media platforms, engage in discussions and exchanges with other users, promoting diverse dialogues and cultural sharing. This participatory and interactive nature makes traditional culture more vibrant and appealing, while also providing broader possibilities for cultural transmission.

Additionally, the application of digital technology provides convenience and innovative ways for the digital preservation and transmission of traditional culture. Digital preservation of traditional culture involves recording and storing the content, forms, and knowledge of traditional culture in a digital format, making it easier to store, disseminate, and transmit. Digital technology can also inject new elements and innovations into traditional culture. For example, using virtual reality technology to recreate traditional cultural scenes or utilizing artificial intelligence technology to drive the intelligent application of traditional culture. These applications of digital technology provide powerful tools and means for the protection, transmission, and innovation of traditional culture.

In conclusion, new media technology has had a positive impact on the transmission of traditional culture. By breaking the constraints of time and space, enhancing user participation and interactivity, and utilizing digital preservation and innovative applications, new media technology provides new platforms and means for the transmission of traditional culture. This integrated mode of transmission, which combines tradition and modernity, allows traditional culture to retain its uniqueness and historical significance while adapting to the needs and changes of modern society.

The Importance of Traditional Culture Transmission in the New Media Environment

The development of new media has played a crucial role in promoting the rapid development of traditional culture. Specifically, it has diversified and expanded the dissemination of traditional culture, accelerating its spread across the country and even globally. Traditional forms of communication, such as books, news reports, cultural lectures, and newspapers, were limited by slow dissemination speed and regional concentration, resulting in limited awareness of excellent traditional culture in certain areas. However, with the rise of new media, people can now learn about outstanding traditional culture from various regions through channels such as official accounts, video platforms, and variety shows, speeding up the dissemination of Chinese traditional culture among the public. For example, excellent documentaries like "A Bite of China" and "Aerial China" are disseminated to the public through new media, transforming the audience of traditional culture from niche to mainstream. The dissemination mode has shifted from one-way output to interactive engagement, and the dissemination path has expanded from rural areas to the international stage (Li, 2020). Therefore, it can be said that traditional culture dissemination in the new media environment is characterized by wide coverage, comprehensiveness, and efficiency.

On the other hand, the development of new media has also facilitated the development and utilization of excellent traditional culture. With the continuous improvement of new media technology, outstanding traditional culture can be widely disseminated in diverse ways, promoting in-depth exploration of excellent traditional culture in various regions and ethnic groups. New media, with its diversity and multiple channels, promotes the profound exploration of outstanding traditional culture by different regions and ethnic groups, stimulates the development of regional cultural tourism, enhances the utilitarian value of excellent traditional culture, brings corresponding economic income to local communities, and improves people's quality of life.

Furthermore, new media technology aids in the inheritance and preservation of outstanding traditional culture. New media, with its foundation in network information technology, possesses powerful data storage capabilities. Therefore, the establishment of a comprehensive traditional culture database is crucial for the preservation of outstanding traditional culture (Ye, 2020). Through nationwide surveys and research on outstanding traditional culture and its inclusion in the cultural database, people can learn and understand the content of outstanding traditional culture through internet searches and inquiries. Building a database as a medium based on internet storage makes the dissemination of outstanding traditional culture more convenient and rapid, reduces the sense of boundaries in its dissemination, maximizes information sharing, and promotes its inheritance.

In conclusion, the new media environment plays a vital role in the dissemination of traditional culture. It diversifies and expands the dissemination of traditional culture, fosters the development and utilization of excellent traditional culture, and facilitates its inheritance and preservation. The utilization of new media technology provides opportunities for the dissemination and exploration of traditional culture, contributing to its wider recognition and appreciation in modern society.

The Challenges of Traditional Culture Dissemination in the Era of New Media

The dissemination of traditional culture faces multiple challenges and obstacles in the era of new media. Firstly, changes in audience perceptions and media transformations have led to challenges in the inheritance of traditional culture. With the rapid development of society, advancements in technology, and the prevalence of a pragmatic mindset, there is a reduced emphasis on the inheritance of traditional culture (Huang, 2023). Since the reform and opening-up policy, the impact of foreign cultures has affected the understanding and recognition of traditional culture, with the aesthetic preferences of young people diverging from traditional culture. Additionally, the rise of social media has had a significant impact on traditional media, changing the ways in which people access and disseminate information. Traditional media struggles to meet the demands of the audience, and many traditional programs have become homogenized, losing their distinctive features.

Secondly, information overload and fragmentation hinder the dissemination of traditional culture. New media technology brings forth a vast amount of information, and traditional culture often gets lost in the sea of content, with people's attention being constantly diverted. Fragmented entertainment culture occupies people's time and space, making it challenging for traditional culture to gain sufficient attention and influence within a short period (Zhao, 2018). In this context, the value and underlying logic of traditional culture may be overlooked or distorted, posing severe challenges to its inheritance.

Furthermore, the impact of consumerism has also resulted in a decline in the dissemination of traditional culture. The involvement of commercial interests in cultural communication has made consumption a significant factor in cultural dissemination. Large corporations integrate commercial advertisements into the process of cultural dissemination, disrupting the order and purpose of communication. Consumerism emphasizes product consumption and economic benefits, profoundly influencing people's consumption concepts and behavior. In particular, young people are more susceptible to the influence of consumerism culture, while traditional culture focuses more on spiritual aspects and values, creating a conflict with consumerist values, which leads to a reduced interest in traditional culture among young people (Zhao, 2018).

Finally, the evolution and transformation of media institutions have marginalized traditional culture. The decline of traditional media and the rise of digital media have led to a loss of many channels for the dissemination of traditional culture. Traditional media plays a vital role in conveying emotions and values, which are important carriers of traditional culture's inheritance. However, the rise of social media has clearly divided traditional media and social media, making the dissemination of traditional culture more challenging. Additionally, although digital media platforms have greater coverage and dissemination effects, the audience's choices have become more diverse and fragmented, and consumer demands have become more varied. Digital media focuses on the novelty, entertainment, and timeliness of news, leading to a decrease in public interest in traditional culture (Zhu, 2022).

In conclusion, the dissemination of traditional culture in the new media context faces challenges such as changes in audience perceptions and media forms, information overload and fragmentation, the impact of consumerism culture, and the evolution and transformation of media institutions. Addressing these challenges requires collective efforts from society as a whole, including government strengthening policy support and guidance, academia conducting in-depth research and innovative practices, media institutions exploring new modes of

communication, and guiding the public to re-engage in the inheritance and innovation of traditional culture. Only through joint efforts can the prosperity and development of traditional culture in the era of new media be realized.

Dissemination and Innovative Practices of Traditional Culture in the New Media Environment

Innovative Production and Presentation of Traditional Cultural Content

In the new media environment, the application of digital technology brings innovation to the dissemination and presentation of traditional culture. With the development of digital technology, traditional culture is presented in entirely new forms to the public. For example, the application of technologies such as virtual reality and augmented reality allows traditional cultural elements like ancient architecture and relics to be recreated in virtual worlds. Such applications not only provide a novel viewing experience but also enable people to immerse themselves in the charm of traditional culture. Additionally, digital technology offers richer means of expression, such as animation, short videos, and interactive games, making traditional cultural content more vivid, interesting, and attracting more attention and participation from the public (Liu, 2016).

Cross-disciplinary Integration of Traditional Culture and Modern Art

In the era of new media, traditional culture and modern art have achieved cross-disciplinary integration, injecting new vitality into the inheritance and innovation of traditional culture. Modern art forms such as films, dramas, and music are combined with traditional culture, preserving its essence while infusing it with modern elements. For example, by adapting traditional stories into movies or plays and incorporating modern special effects and music, audiences can experience the charm of traditional culture in a more vivid and diverse manner. This cross-disciplinary fusion both preserves the characteristics of traditional culture and appeals to a broader audience, promoting the dissemination and development of traditional culture.

Expansion of Traditional Culture Communication Channels

In the new media environment, the communication channels of traditional culture have been effectively expanded (Song & Liu, 2023). Firstly, social media platforms such as Weibo and TikTok present traditional culture through short videos, live streaming, and other formats, making related information more accessible for people to learn about and understand traditional culture. Secondly, the application of new media technology in popular education, such as online education platforms and interactive learning applications, provides convenient and engaging learning experiences, allowing people to appreciate the charm of traditional culture while learning. Through these new communication channels, traditional culture can be disseminated more widely and reach a broader audience.

Enhancing Interactivity and Participation in Traditional Culture

In order to enhance the inheritance and development of traditional culture, the combination of online and offline activities in the new media environment has become increasingly popular. For example, museums and art galleries attract visitors through online reservations and live guided tours, while simultaneously conducting online exhibitions, lectures, and other activities to help more people understand and participate in traditional cultural events. Additionally, organizing traditional culture experiential activities through new media platforms has become a trend. Some platforms provide users with games that simulate the creation of traditional crafts

and experiences of folk arts, allowing users to learn about and experience the charm of traditional culture while being entertained. Moreover, online live streaming, short videos, and other forms enable users to participate in and watch traditional cultural performances online, enhancing interactivity and making traditional culture more lively and interesting.

Through innovative production and presentation of traditional cultural content, the application of digital technology, the cross-disciplinary integration of traditional culture and modern art, the expansion of traditional culture communication channels, and the enhancement of interactivity and participation in traditional culture, traditional culture can be disseminated more widely in the new media environment, attracting more attention and participation, and promoting its inheritance and development.

Effective Strategies for Traditional Culture Dissemination and Innovative Practices in the New Media Environment

Strengthen Policy Support and Guidance

Government support and guidance are crucial for the dissemination of traditional culture through new media. Governments can establish relevant policies and provide financial support to encourage new media platforms to create and disseminate content related to traditional culture. For example, the establishment of special funds to support digital projects related to traditional culture, and the formulation of preferential policies to encourage collaborations between traditional cultural institutions and new media platforms for innovative communication projects. Additionally, governments can promote collaborations between new media platforms and traditional cultural institutions, creating platforms for resource sharing and facilitating the dissemination and innovation of traditional culture (Yuan, 2023).

Encourage active participation of new media platforms in traditional culture dissemination and innovation. Governments should encourage new media platforms to actively participate in the dissemination and innovation of traditional culture, providing creators with quality resources and support to stimulate their innovative potential. Governments can collaborate with new media platforms to organize traditional culture creation competitions, exhibitions, and other activities, providing platforms for showcasing and promoting traditional culture, and attracting more people to participate in its dissemination and innovation (Dan, 2022).

Enhance Innovation Capacity of the Traditional Culture Industry

Nurture interdisciplinary talents. The innovation of the traditional culture industry requires support from interdisciplinary talents. Governments and enterprises should promote the cross-fertilization of culture, technology, and other fields, cultivating talents with interdisciplinary knowledge and skills to provide sustained impetus for the dissemination and innovation of traditional culture. By establishing scholarships and organizing training programs, more young people can be attracted to participate in innovative work within the traditional culture industry.

Strengthen communication and collaboration between the cultural industry and new media platforms. The close integration of the cultural industry with new media platforms is crucial for the innovation of traditional culture. All parties should actively promote communication and collaboration between the cultural industry and new media platforms, jointly exploring the points of convergence between traditional culture and new media technology. The cultural industry can leverage new media technology to enhance the dissemination effectiveness and influence of traditional culture, thereby achieving industry upgrading and innovation. Governments can provide support to facilitate cooperative projects between the cultural

industry and new media platforms, promoting the innovation and development of traditional culture.

Promote Participation and Attention from Various Sectors of Society

Involvement and support from social organizations and enterprises. Social organizations and enterprises play a pivotal role in the dissemination and innovation of traditional culture. They can provide support in various aspects, including finance, technology, and talent, to promote the dissemination and innovation of traditional culture in the new media environment. Governments, enterprises, and social organizations can strengthen cooperation to jointly promote projects related to the dissemination and innovation of traditional culture. For example, enterprises can sponsor cultural events, and social organizations can organize volunteers to participate in the preservation and inheritance of traditional culture.

Guide public participation in traditional culture dissemination and innovative practices. The public is the main body of traditional culture dissemination and innovation, as well as the ultimate beneficiary. Governments, enterprises, and social organizations should guide the active participation of the public, encouraging them to contribute through sharing, commenting, and other means on new media platforms to promote the dissemination and innovation of traditional culture. Governments can organize traditional culture experiential activities, provide learning opportunities, and encourage the public to engage in the creation and inheritance of traditional culture, fostering a collaborative environment for participation and development.

Strengthen International Exchange and Cooperation

Explore new models of international exchange and cooperation in traditional culture. In the context of globalization, international dissemination of traditional culture is particularly important. Governments, cultural institutions, and enterprises should actively explore new modes of exchange and cooperation, such as organizing international cultural festivals and conducting internet-based cultural exchange projects, to promote mutual learning and common development among different cultures. Through international exchange and cooperation, traditional culture can better integrate into the international community, enhancing its influence and dissemination.

Promote the dissemination of Chinese traditional culture and enhance cultural confidence. In the new media environment, China should increase efforts to disseminate traditional culture, showcasing the charm and value of Chinese civilization, enhancing cultural confidence, and elevating China's influence on the international cultural stage. Governments and cultural institutions can strengthen cultural exchanges with other countries, promoting the dissemination of Chinese traditional culture in the international community, allowing more nations and people to understand and appreciate Chinese traditional culture. Simultaneously, efforts should also be made to strengthen the inheritance and development of traditional culture domestically, nurturing more outstanding talents in traditional culture to provide robust support for its innovation and development.

Conclusion

In the era of new media, the dissemination of traditional culture faces new challenges and opportunities. The emergence of new media provides a brand-new platform and approach for the inheritance and dissemination of traditional culture. The transmission of traditional culture needs to be presented in innovative forms, combining short videos, social media, and other new media formats to attract the attention and engagement of the younger generation. At the same

time, it is crucial to expand dissemination channels, including utilizing the Internet, mobile applications, and other channels to make traditional culture easily accessible to the general public. Enhancing interactivity and participation is key, encouraging active involvement through online and offline interactive activities, as well as organizing traditional cultural experience events to revitalize traditional culture.

To achieve this goal, collective participation from all sectors of society is necessary. The government can formulate relevant policies to support and protect the inheritance and dissemination of traditional culture. Educational institutions can strengthen traditional cultural education to cultivate cultural awareness and identity among the younger generation. Cultural industries can integrate new media technologies to innovate and promote traditional cultural products. Social organizations and individuals can actively participate, promoting the dissemination and promotion of traditional culture through voluntary cultural activities and community-based inheritance. Additionally, strengthening international exchanges and cooperation is essential. Through cultural exchanges with other countries and regions, the international dissemination of traditional culture can be facilitated, enhancing people's understanding and appreciation of traditional culture.

Through these efforts and collaborations, traditional culture can thrive in the new media environment, making a positive contribution to the flourishing development of culture. This will help protect and inherit the unique value and significance of traditional culture, allowing it to be passed down, developed, cherished, and celebrated in modern society.

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