

Brief Analysis of the Interaction and Development between Modern Media and Traditional Culture

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Abstract: With the rapid development of modern media technology, the application fields of modern media are increasingly extensive, playing an important role in people's daily work and life. Chinese culture, with its long and profound history, is facing challenges from various emerging cultures. Increasingly, foreign cultures, leveraging rapidly developing media technologies, have influenced our traditional culture. Therefore, to ensure that traditional culture can quickly adapt to the rapidly developing social environment, it is necessary to explore the integration points between modern media technology and traditional culture and strategically combine them to achieve mutual development. This paper discusses the interactive development of traditional culture and modern media, analyzes the modes of dissemination, interactive effects, and interaction models of traditional culture in modern media, and reveals the positive roles of modern media in promoting the inheritance and innovation of traditional culture, enhancing cultural identity and social cohesion, fostering cross-cultural communication and cultural integration, and driving cultural industry and economic growth, thereby positively influencing the development of traditional culture in China.

Keywords: Modern Media; Traditional Culture; Interactive Development.

1. Concepts and Characteristics of Traditional Culture

1.1. Concept of Traditional Culture

Throughout history, traditional culture has been formed by the wisdom and sweat of countless ancestors, rooted in specific historical backgrounds and social environments, representing a cultural system passed down through generations and continuously accumulated[1-2]. This system covers a wide range of content, from devout beliefs in religion to precise expressions in language and literature; from profound literary creations to diverse artistic displays; from normative behaviors in etiquette to everyday practices in customs, all permeated with the essence of traditional culture. Currently, traditional culture is not just a continuation of civilization but also a concentrated manifestation of national spirit, carrying the emotions of the nation and serving as an important source of national identity.

1.2. Characteristics of Traditional Culture

Traditional culture, like a thick history book, accumulates traces of the past and continues to this day through centuries of trials and tribulations. It serves as crucial empirical evidence of a nation's evolutionary process and a valuable treasure of human civilization, possessing immeasurable value. Traditional culture is closely linked to specific geographical and social backgrounds, endowing local cultures with unique charms and presenting a kaleidoscope of features[3-4]. Passed down through generations, traditional culture constantly innovates to meet the needs of the times and continues to evolve and be inherited. In today's context, both the content and form of traditional culture change according to societal needs and aesthetic changes, maintaining the vitality of traditional culture while shining even brighter in the new era.

2. Current Status of Traditional Culture Development

2.1. Fragmented Development

Continued modernization has pushed traditional culture to the margins of society. Affected by various historical factors, traditional culture has experienced deep fractures, with Confucian thought almost entirely negated. Although partially restored in subsequent social developments, it is hard to return to its heyday, squeezed by modern and Western cultures. The transformation in modern lifestyles and the high development of the social economy have brought great shocks to traditional culture, leading to confusion among people when learning about traditional culture. As the social economy develops, this shock intensifies, further exacerbating the fragmentation of traditional culture, making it lack wholeness and systematicity. For instance, among many young people, the Spring Festival has become increasingly dull, missing the joys of childhood, which is primarily due to its over-formalization[5]. Traditional folk activities like "shehuo" have been replaced by various Spring Festival galas, reducing interpersonal interactions and leaving only a superficial recognition of the Spring Festival.

2.2. Overflowing Development

In the course of modern societal development, the situation of traditional culture has changed, with its dominant position quietly fading. It no longer shapes and constrains people's lifestyles as comprehensively as in the past. As society becomes more open and diverse, the constraining power of traditional culture greatly diminishes, turning more into a symbolic existence. On one hand, today's modernization has led some to attribute certain difficult phenomena in China to the shortcomings of traditional culture, further exaggerating these to cover up mistakes, while some businessmen have lost faith in traditional culture, exploiting its shortcomings for profit, especially in the media sector, catering to some people's lowbrow tastes to maximize profits. On the other

hand, in some people's perception, traditional culture is a lifesaver for modern people's spiritual poverty. In daily life, they focus solely on the dominant position of traditional culture, completely abandoning modern culture, leading to

uncontrolled development of traditional culture. This extreme perception renders traditional culture in a modern society in an awkward state of "being stuck," unable to fully play its positive role or avoid misuse and abuse.



Figure 1. Disadvantages of Overflowing Development of Traditional Culture

2.3. Virtual Development

In our daily lives, although traditional culture seems to have lost its former glory, as a treasure of Chinese civilization for five thousand years, it still stands tall in the course of history, but its expression has gradually shifted from external noise to internal depth. In modern life, most Chinese still uphold traditional concepts, valuing the development of "family traditions" in family inheritance. However, impacted by Western culture, traditional culture has moved towards virtualization, lacking a close connection with real life, existing merely as a thought in people's spiritual realms[6-7]. According to Derrida's theory, the development process can achieve an "abstract inheritance" to effectively integrate traditional culture with modern society. In modern development, many TV programs, such as "Lecture Room," discuss traditional culture. Although there may be controversies in interpretation, they undoubtedly pave new paths for the modern development of traditional culture.

3. Interactive Effects between Traditional Culture and Modern Media

3.1. Mutual Promotion of Cultural Inheritance and Innovation

Modern media, with its diverse program forms, extensive dissemination paths, and rich content, has become an important force in inheriting traditional culture. Chinese excellent traditional culture, through TV, radio, the internet, and other channels, deeply integrates into people's spiritual worlds, meeting the diverse spiritual pursuits of contemporary people and thus winning a wide audience base, laying a solid foundation for the prosperity of China's cultural endeavors. For instance, film and television masterpieces, through lively expressions, present historical events and traditional artistic styles, allowing traditional culture to be inherited and revitalized in contemporary life. Modern dissemination methods, using innovative means, inject new vitality into traditional culture. Traditional culture continuously innovates under the influence of modern media and is presented in unique ways, making its content and form more colorful. Traditional cultural stories are adapted into animations and games, using innovative means such as virtual reality and artificial intelligence, to display their unique charm and tightly integrate traditional culture with modern life, stimulating interest and a sense of identity among the youth.

3.2. Enhancement of Cultural Identity and Social Cohesion

In the context of globalization and informatization, cultural diversity is increasingly evident, with ethnic cultural exchanges and collisions becoming the norm. Chinese traditional culture is the spiritual pillar of the Chinese nation and a core element of national identity, including history, culture, values, and more. Today, relying on the profound influence of modern media, the essence of Chinese traditional culture is widely disseminated, allowing the public to deeply understand the history, traditions, and customs of their nation. When the Chinese people develop a sense of identity and pride in Chinese traditional culture, they will work closely together to achieve China's greatness and prosperity. This unity and cohesion promote the stable and harmonious development of society, tightening the connections among community members. Through the popularization of modern media, the public gains a deeper understanding of the historical context, cultural traditions, and customs of the Chinese nation, thereby cherishing and inheriting this valuable cultural heritage more. With cultural dissemination, the exchanges and cooperation among ethnic groups are also consolidated and expanded, enhancing mutual understanding and respect.

3.3. Promotion of Cross-Cultural Communication and Cultural Integration

In today's increasingly deepening globalization, modern communication channels such as the internet, social media, and international television rapidly promote the dissemination of global information and cultural heritage. These modern media tools greatly enhance the convenience of information dissemination, breaking down geographical and linguistic barriers, making cross-cultural communication smoother and more intimate. The scope of modern media not only includes traditional forms of expression like text, images, and audio but also video, animation, and games. This diversified expression makes the dissemination of traditional culture more dynamic, sparking widespread attention and enthusiastic participation from large groups, accelerating the pace of cross-cultural interaction and integration[8]. Modern media builds a broad platform for cross-cultural communication in global dissemination, and the global nature of modern media provides an advantage in cross-border cultural content dissemination, bringing new opportunities for the external dissemination of Chinese culture. With modern communication means, Chinese culture crosses national

boundaries, engaging in deep exchanges and interactions with people around the world, further enhancing the international influence and competitiveness of Chinese culture.

4. Interaction Models between Traditional Culture and Modern Media

4.1. Diverse Promotion Methods

Traditional culture, a precious heritage bestowed by our ancestors, carries unique value and significance at every stage of societal development, deeply rooted in people's lives. However, in the globalization of the 21st century, traditional culture faces significant impacts from Western culture. To protect and inherit this cultural heritage, we must seek effective promotion channels to revitalize traditional culture in modern society, as shown in Table 1. For this purpose, modern media can be utilized to provide a larger dissemination medium for traditional culture, leveraging the convenience of modern media to increase awareness of traditional culture's significance. Utilizing the guiding role of public opinion, more people can participate in the transmission of traditional culture. Modern media can serve as a dissemination medium, allowing for more comprehensive promotion of traditional culture and achieving interactive development between the two. Increasing the visibility of traditional culture, it gains greater attention and development space. In today's highly developed internet, using the network can achieve greater cultural transmission, while the concreteness of video transmission greatly enhances the effect, meeting modern needs and catering to the fast-paced era. With a series of entertainment activities containing traditional culture, such as the reality show "Let's Time Travel," we can allow the audience to understand history and recognize traditional culture in a relaxed and enjoyable atmosphere, thereby better achieving interactive development between traditional culture and modern media.

Table 1. Diverse Promotion Methods of Traditional Culture

Promotion method	Description
Modern media	Utilize television, radio, newspapers and other modern media means, so that the traditional culture has a greater transmission carrier
Public opinion direction	Give play to the role of modern media in guiding public opinion, and guide more people to pay attention to and participate in the inheritance and development of traditional culture
Network propagation	The wide coverage and high-speed transmission characteristics of the network platform are used to realize the rapid and efficient transmission of traditional culture
Video transmission	Using the concreteness of video transmission, the transmission effect of traditional culture is more vivid and intuitive

4.2. Enhancing Cultural Creativity

In today's modern development, the media industry, as an

important force in information dissemination, faces more new development opportunities. Despite the rapid development of the media industry, there is still vast room for growth, especially in achieving more effective and in-depth information transmission. At this time, traditional culture, as a crystallization of thousands of years of Chinese wisdom, becomes crucial for modern media to enhance its connotation and competitive strength. In the development of modern media, cultural creativity is a new model. Through the development of this model, modern media transmission can be promoted, achieving interactive development between traditional culture and modern media. In the development of the media, modern media is the main carrier of the cultural creativity model[9]. Utilizing the intrinsic meaning and external expression of traditional culture for creative development, modern culture can also be used to transmit traditional culture, creating better development space for traditional culture to realize its greater value and explore potential development value. In the development of China's traditional culture, there are various forms, including religion, legends, and myths, which can provide richer connotations for modern media, giving it greater spiritual support. Through modern media dissemination, traditional culture is presented to a wide audience in a new way, further promoting its inheritance and development.

4.3. Strengthening Cultural Integration

The interactive integration of traditional culture and modern media injects new vitality into the promotion of traditional culture. Through modern media, an efficient and extensive communication platform, traditional culture transcends the limitations of time and space, presented to a broad audience in a more vivid and intuitive manner, creating a powerful impact. In the development of this integration, to achieve a virtuous cycle and enhance the coordination between the two, it is not only necessary for both sides to achieve a win-win effect but also necessary for corresponding expansions to promote the development of related industries to the greatest extent, thereby achieving the sustainability of their development, greatly enhancing the development time and effect. The ultimate goal of their integration is to expand cultural transmission and media development in both time and spatial dimensions, achieving effective exchanges between the two, breaking the limitations of their previous interactions, and achieving greater interaction[10]. Meanwhile, using modern media as a carrier and strengthening the application of network technology to transmit traditional culture can stimulate the market, enhance public awareness of traditional culture, and achieve the social and economic benefits of both, greatly enhancing their value. Taking "The Journey of Chinese Culture" as an example, this documentary, through in-depth analysis and comprehensive presentation of Chinese culture, gives the audience a more concrete and comprehensive understanding of Chinese culture. Below is a before-and-after comparison chart, Figure 2, showing the effect of this documentary in disseminating Chinese culture. It leverages the communication power of modern media to open new paths for the development of Chinese culture, making traditional culture transmission more directional.

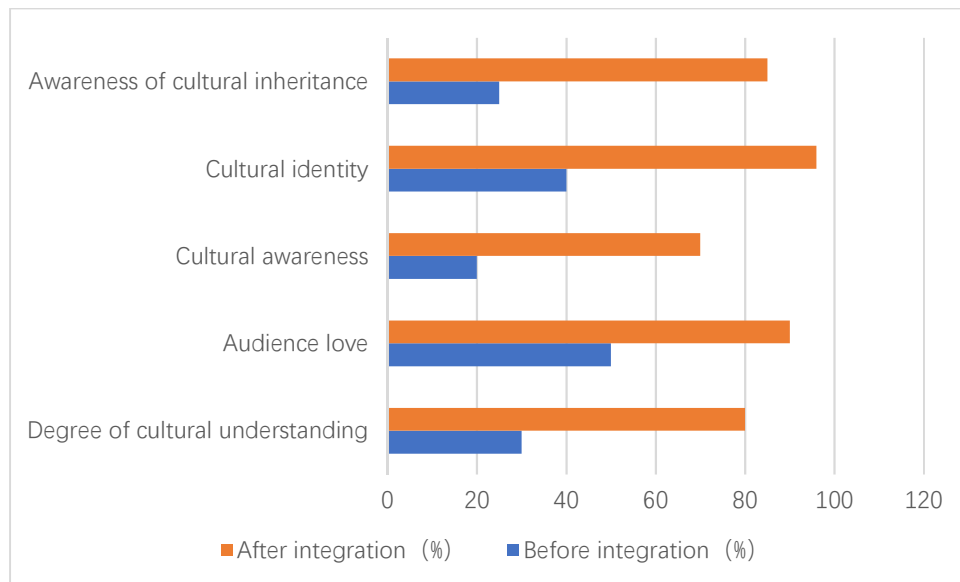


Figure 2. Before-and-After Comparison of Cultural Integration

5. Conclusion

After thousands of years of cultural accumulation, Chinese culture contains a profound heritage. However, in the development of modern society, the conflict between modern and traditional cultures, as well as the introduction of Western culture, has gradually led traditional Chinese culture towards decline. To ensure the status of traditional culture, organically combining it with modern media is viable. Comprehensive analysis of the interactive development between modern media and traditional culture can clarify that the relationship between the two is closely linked and mutually promoting. Driven by modern media, traditional culture has been widely disseminated, and modern media has also drawn deeper inspiration from the accumulation of traditional culture. Such interactive methods can promote cultural inheritance and innovation, contributing positively to social cohesion and stability, and cross-cultural communication.

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