

# Research on Historical and Cultural Dissemination of Mount Taishan under the New Media Environment

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**Abstract:** As an important part of Chinese civilization, the history and culture of Mount Taishan have profound historical and cultural heritage and distinctive local characteristics. Under the new media environment, the dissemination of Mount Taishan's history and culture face with both opportunities and challenges. The purpose of this programme is to explore the methods and laws of new media, actively innovate the content and means, and display the culture of Mount Taishan from different multi-dimension, that is "seeing, listening and touching", so as to expand the modern dissemination of Mount Taishan history and culture.

**Keywords:** New Media Environment, The History and Culture of Mount Taishan, Modern Communication Mode.

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## 1. Introduction

The development of media has gone through three stages: elite media, mass media, and personal media. These three stages represent three different eras respectively: the agricultural era, industrial era, and information era. Today, with the rapid development of the Internet, the personal-centered new media has moved from the edge to the mainstream. Blogs are the most typical of them, and the new media era has arrived. Compared with traditional media, new media is a new media form developed from traditional medias such as newspapers, radios and televisions. It is a media form that uses digital and network technology to provide users with information and entertainment services through Internet, satellite and other channels as well as computers, mobile phones, digital television and other terminals.

The history and culture of Mount Taishan, as an important part of Chinese civilization, have profound historical and cultural heritage and distinctive local characteristics. It not only contains the aesthetic value of natural landscape, but also covers rich historical and cultural connotation[1]. It is the epitome of Chinese traditional culture. Propagandizing Mount Taishan's history and culture has far-reaching significance from the perspective of inheritance and education. Under the new media environment, the dissemination of Mount Taishan's history and culture face with both important opportunities and great challenges.

## 2. The Value and Connotation of Mount Taishan's Historical Culture

The essence of the culture of Mount Taishan reflects the spirit of Mount Taishan, which is one of the essential cores of the Chinese national spirit. It has profound and powerful power, and the spirit is the sublimation, refinement and focus of cultural phenomena. The culture of Mount Taishan is considered as a local culture, which is characterized by its regional and temporal features. It is continuous from ancient times to modern times, and its "footprints" are all over the country, which is incomparable to any local culture. The ceremony Feng Chan which hold by Qin Shihuang and Han Wudi is the important symbol of the culture of Mount Taishan's transformation from regional culture to mainstream

culture[2]. Mount Taishan has become the spiritual symbol of national unity. Since then, Mount Taishan has always played a role as a benchmark and symbol in the ritual system construction of all previous dynasties in China.

Nowadays, the spirit of Mount Taishan radiates new vitality and carries new connotation. The main spirit of "mountain porter" is not to forget the original intention, bear the burden bravely, never slacken, and never move backward. Excellent traditional culture will inevitably complement the spirit of the times. This spirit carries new connotations and radiates new vitality in the new era. "Mountain porter" represents the character of taking responsibilities and the indomitable style of never slackening. At the critical moment to realize the great rejuvenation of the Chinese nation, all of us Chinese people should be brave enough to be the "mountain porter" of the national rejuvenation and development. Do our best to carry forward our great reform spirit, stimulate our strong will to forge ahead, and at the same time, stimulate our drive to be adventurous, pragmatic, pioneering and enterprising. Constantly strengthen the elimination of obstacles, further break the situation and jointly realize the great rejuvenation of the Chinese nation.

## 3. Analysis of the Advantages of New Media

Compared with traditional media, new media is a new form of media transformed after traditional media such as newspapers, radio, television, etc[3]. The new media analyzed by the author here not only refers to short video platforms such as Tiktok and Kuaishou, but also includes text platforms such as official account, personal microblogs, hyperphone communities, portal websites, and search engines, which have millions of fans.

The short video platform represented by Tiktok, Kuaishou, and WeChat has owned amazing fans and quickly occupied the C position of people's mobile phones because of its openness, equality, interesting, and interactivity. Due to the popularity of short videos, filming videos is no longer the privilege of professional media. Ordinary people can also pick up their phones to record their daily lives. Users can record their daily lives with their own styles, or perform exaggerated or funny performances with background music,

or using short dramas to reflect certain social realities. Short videos satisfy people's instinctive desire to express themselves and also express their longing for a better life. It is a carnival of national participation.

Many users like to share interesting things in their lives by short videos. Others make videos mainly featuring celebrities, daily life, cute pets, movies, and travel, etc.

Interesting contents and special video style attract millions of audiences. The video comment section under short videos is also popular with users. Users can speak freely without any restrictions such as identity or status, and enjoy the joy of free speech in the internet. In addition, users create a large number of short videos, while Tiktok technically realizes the full distribution of short videos. The core algorithm of "ByteDance" has certain guidance and control over short video content. Once a user uploads a video, the operator will predict the popularity of the video. The more people watch them, the more popular short videos will be.

A typical example is internet celebrity Li Ziqi, who has 100 million fans in the internet. She is famous for filming short videos featuring distinct Chinese traditional cultures. Despite stopping film short videos for three years, she immediately captures audiences' attention once she returns to the short video field. After Li Ziqi's official return on November 12, 2024, her followers rapidly increased within just one week. Li Ziqi's online fans have exceeded 100 million, till November 19, 2024. Li Ziqi possesses exquisite filming techniques and unique aesthetic concepts. Her works not only show traditional Chinese culture, but also show the charm of Chinese cuisine, craftsmanship, and rural life. Those who have watched Li Ziqi's videos all yearn for the ancient style rural life depicted in the videos, as if they have temporarily departed from the norm of life, letting go of their restlessness, wander in the countryside, and experience a peace that does not belong to them.

Another typical example is "climbing Mount Taishan at night". The video content is mainly composed of handsome young users wearing uniforms and sunglasses. There are some other aesthetic elements of mountain climbing, such as sunrise, sunset, and natural scenery, together with popular music. The slogan in the video is "Youth is priceless, Mount Taishan is at the foot", "Climbing Mount Taishan at least once in your life", etc. These slogans make the video style more powerful, attractive, and youthful. Once the video was released, the number of likes, views, and forward volume reached more than 10000. Many college students imitate the video, and produced the same type to release in the Tiktok platform, attracting more audiences to like, forward, comment, and even take action. In fact, climbing Mount Taishan is not only for climbing to the top of the mountain, just as Du Fu said: "climbing to the top of the mountain, and you will discover that all the mountains are small." According to Freud's personality structure theory, a complete personality includes the self, ego, and superego. The self represents the most primitive desire of human beings, and follows the value of happiness. The superego is our idealized goal, and self is responsible for coordinating the id and superego. Mount Taishan, as a spiritual symbol, represents life. Conquering Mount Taishan is also a process of conquering oneself and finding oneself.

## **4. Opinions on Dissemination of Mount Taishan's History and Culture**

### **4.1. Pay Much Attention to Combination**

Public opinion and media, as our governing resources, are also powerful intellectual resources that can play an important role in consolidating various social forces, purifying the social environment, and further correcting ideological concepts. Nowadays, without the supervision and other roles of public opinion, there may be no progress and development of our entire society. In China, as long as the people approve, they can generally succeed. Among them, the will and role of the people often determine the direction of our entire society. Therefore, in the context of integrated media, we must be able to "plan according to the situation", "act in response to the situation", and "follow the trend", further accelerate and promote the integrated development of media in the entire society. Based on the traditional concept of "TV station+client+display screen"[4], we should further integrate various types of news websites, various forms of mobile newspapers and other media through various means, fully play the leading role of mainstream media, so as to ultimately achieve the sharing and utilization of various resources.

### **4.2. Organize a Professional Team**

Attractive short videos, official account, and portals are definitely not personal achievements, but team cooperation. The short videos of Mount Taishan's history and culture needs the cooperation of cultural researchers, video planners, photographers, editors and interpreters. Single users have limited abilities which make it difficult to update the videos frequently. Therefore, it is necessary to attract talented people to participate in. The existing users are able to create high-quality short videos, so it is convenient for them to get together.

### **4.3. Selected Materials and Diversified Dissemination Subjects**

Through the analysis of videos with high views, it is concluded that attractive videos need to have the following characteristics: firstly, the explanation should be meaningful. Secondly, the video should be updated frequently and form a series. Finally, the form of video is diverse with typical personal characteristics. For example, "Sister Juan" who once worked as a tour guide is perfectly good at filming short videos. Her work experience make great contribution to the narrator work in her videos. Netizens give her high regards for her cultural accumulation and passionate explanation in the videos about Mount Taishan culture.

### **4.4. Strengthen the Innovative Role of Advanced Media Technology on the Basis of Resource Protection.**

On the one hand, Strengthen the protection and utilization of Mount Taishan cultural resources and create a "digital experience hall". In practical innovation, combine various advanced technologies to show the culture of Mount Taishan multidimensional perspectives. On the other hand, the advanced technologies include artificial intelligence, information technology, 5D technology, and virtual reality technology[5]. In terms of resource protection technology, we can form a comprehensive and multi-dimensional

experiential display of "seeing, listening, and touching".

#### **4.5. Carrying out Media Integration Innovation in Order to Enhance International Influence**

Focusing on foreign exchanges, we should pay attention to innovative cooperation between the culture of Mount Taishan and various foreign communication institutions, social organizations and media resources, so as to enhance the international influence of Mount Taishan. In the process of innovation, we will further strengthen the relevant industries based on Mount Taishan's cultural position, as well as the influence of Mount Taishan's traditional culture. Except for various of digital halls, online virtual exhibition halls can also be used to carry out various forms of tourism about Mount Taishan traditional culture, further improve the comprehensive international communication of Mount Taishan traditional culture.

### **5. Conclusion**

Under the background of the explosive growth of new media communication modes such as Tiktok, Kuaishou and WeChat short videos, the article focuses on the meaning of the culture of Mount Taishan on the video platform. Furthermore, the article summarizes the value of the culture

of Mount Taishan, the communication advantages of video platform, analyzes the current situation of the culture of Mount Taishan's video platform communication from the aspects of communication subject, communication content, video style and communication path, and puts forward specific suggestions. This study is an effective supplement to the traditional communication mode of the culture of Mount Taishan, which is conducive to the growth and development of Tai'an tourism and cultural industry.

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