

Research on Cross Media Communication of Ancient Literature from the Perspective of Media Integration

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Abstract. With the development of society, the integration trend of media is also gradually deepening. Media technology and information science have a great impact on the change of ancient literature communication. In the current information society, cultural practitioners and humanistic explorers should constantly improve their knowledge structure, so as to grasp the opportunity of "Chinese dream" to the world, And constantly excavate and innovate the ancient traditional elements, make them become various cross-media art products, further timely adjust and market the operation mode of the whole international market, and better and faster realize the worldwide development of Chinese traditional ancient literature and culture.

Keywords: Information Society; Ancient Chinese Literature; Cross Media Communication.

1. Introduction

At present, the continuous improvement of science and technology in human society also makes the evolution process of communication media faster and faster, which makes the communication of all existing ancient cultures produce certain real-time, digital and other basic properties. Therefore, we should break through the difficulties encountered by ancient Chinese literature through the integration of various modern communication media, And integrate and innovate various traditional Chinese artistic elements, so as to break the singleness of traditional Chinese literature and make full use of modern information technology to plan and market traditional artistic elements. Enable ancient literature to push relevant contents on intelligent devices, strengthen communication channels, and further realize cross-media and cross-cultural communication from form to content. At the same time, we should realize that the overall process of creation, production and consumption of various multimedia cultural products has become a worldwide practice system, The technical ability of information has become the symbol of the establishment and proof of civic cultural identity in the current society.

2. The Influence of Information Revolution on Traditional Communication Path

2.1 From the Perspective of Communication Channels, it Promotes the Birth of We Media

We media refers to a media form that uses communication means to push information to specific or non-specific people. The rapid development of we media communication technology has gradually stabilized the communication situation between individuals and the media. The Internet technology in we media has also been widely used by people with this situation. In the process of using the Internet, people can use wechat Microblog, blog and other communication channels release the information they want to send, and they can also express their views on other people's information. With the increasing use of we media, the media in life are not only television and newspapers. People don't have to rely on radio and television to release information freely, and don't have to wait a long time for publishing manuscripts, In ordinary life, if there are some special events around you, you can take a picture, then write a copy and upload it to social software, because we media has certain inclusiveness, participation and equality, which makes people can become social supervisors in society, so as to improve the democratic system.

2.2 From the Perspective of Communication Content, Promote the Dissemination of Diversified Information and the Sharing of Academic Resources

2.2.1 Push of Diversified Information

The main meaning of diversified information is that the information can be accurately pushed according to the actual needs of individuals, and the push information can be changed at any time according to the needs of targeted users, which can not only save network resources, but also improve the efficiency of information release. In the process of pushing diversified information, people can find that when they pay attention to their intended items on a certain platform, When you browse the platform again, many similar items will appear, so you can compare and reselect. Even in the online supermarket platform, as long as you browse once, big data can have a general positioning and push various commodities according to users' needs. Some shopping websites can even judge users' consumption level through browsing records and purchase records, so as to push commodity poster information suitable for their own conditions.

2.2.2 Sharing of Academic Resources

The information technology revolution meets the access needs of scholars. When they want to learn knowledge as before, they will no longer go to the library and queue up to borrow a pile of books. Now there are many resource libraries that can access documents and books on various multimedia platforms, such as China's HowNet, superstar library, etc. there are also IEE and other access software abroad, These resource banks contain not only journal papers, but also anthologies required by various conferences. Through the access to these resource banks, you can quickly and effectively access the content you want, which not only makes it easier for scholars' research results to be displayed in front of people, but also further promotes the sharing of research results. If based on the research of these results, Further improvement and innovation of it can effectively promote the academic research of information technology, so as to further human science and technology and civilization.

2.3 From the Perspective of Communication Subject, The Mode of Work and Reading has Changed to a Certain Extent

2.3.1. Change of Working Mode

With the reform of information technology, the application range of various machines has gradually increased. The emergence of various machines eliminates certain simple labor. Human beings can improve the efficiency of the whole working process by manipulating various machines, so as to change the traditional working mode. For example, in pharmaceutical factories, machine transmission lines can be used for operation, The technical staff of the pharmaceutical factory can also adjust the program setting of the conveyor belt at any time, so as to quickly and effectively realize the market supply of drugs. In case of natural disasters, machines can be used to quickly detect signs of life, so as to rescue the victims at the first time. When scientists search for planets outside the earth, they can also use exploration machines to complete planet data statistics. All kinds of simple, dangerous and exploration work can be operated by machines. Therefore, the development of information technology can effectively promote the transformation of working mode.

2.3.2. Change of Reading Mode

In the context of information society, people also enjoy the convenience brought by science and technology. Because the information people are exposed to every day is far beyond their memory range, various learning software are also produced. Compared with reading fonts, pictures will be easier to remember and further deepen their memory. Before people change their reading mode, Often love to browse short information, and for those long, far-reaching books, reading is relatively small, but now the reading mode changes have occurred, so people need to learn to extract the essence of their reading process, to search for the dross, to find the valuable part of information, and to make rational use of the convenience brought by information technology.

1. Opportunities for the dissemination of ancient literature in the information society
Although China has a long history and there are many cultures in history, at present, fewer people will take the initiative to consult the literature on history and culture. Under the increasingly developed media integration technology, we must effectively promote the presentation of traditional cultural resources through diversified information technology. At the same time, if we want to make the traditional cultural energy flow far and long, We must integrate new elements into the traditional culture to make it conform to the development of the new era. In the process of integration, we can make the audience pay active attention to the traditional classic culture through the communication advantages of various media. The traditional cultural industry has now become a national strategic requirement, and the country's current cultural economy has reached a certain consensus. Therefore, the next step is to maintain the development of cultural capital. In cross media, the means of communication are diversified. For those artists, they can comment on ancient literature from their own point of view, Various ancient literary contents are also gradually concerned by mankind, and they are constantly innovated on the basis of cross media, so as to develop them into new literary works, so as to inherit the traditional national culture. For example, the story of the daughter-in-law in folklore derives the form of historical quyi, but human life and experience are always rooted in the local land, even in the long history, It also goes back and forth in a variety of specific performance orders, which further increases the opportunities for the dissemination of ancient literature in the information society.

2. Cross media literary communication in the context of media integration

(1) Communication of Music Media

After thousands of years of historical precipitation, traditional classical poetry is also more classic, but there are very few music scores that can be spread so far. Therefore, innovation based on poetry in ancient literature is also one of the important ways to spread and inherit traditional classical poetry, For example, Su Shi's "water melody singer • when does the bright moon have" was newly compiled and presented in people's vision in the form of singing by the famous singer Teng Lijun, Huo Zun's representative work "rolling bead curtain", Xu Xiaofeng's "farewell is difficult", and so on. In addition, the Concerto "Du" created by Zhao Lin conveys the stories in the "records of the western regions of the Tang Dynasty" in a simpler form. Although the overall melody and style are quite similar to the traditional style, the harmony in the music uses a very novel means of expression. In the music, there is the performance of cello, The sound of cello can fully express human pursuit, so as to better correspond to the theme of the work.

(2) Communication of film and television media

(3) Film is one of the important ways to spread ancient literature, but at present, even the four famous works have many funny remakes. Even in recent years, a lot of films and television about ancient literature have appeared in front of people in an endless stream, and the purpose of shooting is often only from the perspective of business, most of them do not respect traditional culture and real art, What's more, in these two years' works, Wang Jing, the director of the great Ming robbery, gave up using the playful arrangement and made full use of various ancient documents to ensure that the film plot is closer to history. He only added CG technology where CG technology is necessary, and did not ignore the authenticity of history in order to dazzle the eyes and beauty, In the style of the work, it also perfectly reproduces the heavy atmosphere of the late Ming Dynasty, so as to present a sense of age. In the work, the sky and fog are a kind of cold tone, which further sets off a mysterious atmosphere. Moreover, the clothes and props in the film have a shocking artistic tension, The work reproduces the human nature and people's hearts in history to the greatest extent, so that the viewers are affected by the artistic impact of ancient culture to a certain extent.

(4) Drama media communication

(5) Opera is the most traditional mode of communication, but there is still great room for innovation. The Beijing Opera hip-hop dance "Rong" contains the combination of various forms, such as Tai Chi, hip-hop dance, etc., while the Kun Opera "gyro" integrates the elements of modern dance and effectively integrates dance, acrobatics and percussion music, It has a strong modernity to express

people's struggle and helplessness in the depths of their souls in society and their own identity through the form of language. Although Zhang Yimou's Peking opera work "return to the heart of the world" adopts few new forms, it can make people dream endlessly. For example, when performing, at the beginning, he first catches the multimedia technology to project the war scene on the shadow puppet, then the music sounds, the actors immediately superimpose their figures on the projection, and finally break the paper to go to the center of the stage, Key performers also stepped on the stage one after another. It can be seen that even the creation of traditional drama can make full use of the cross media communication of self media to fill the gap of our knowledge of ancient literature under the background of today's information society.

3. Conclusion

In the current globalized world where we media and information technology are all over, we are also facing great challenges to the dissemination and inheritance of traditional culture. Although the essence of media will not change greatly, it will help to promote the dissemination of ancient literature to a certain extent in technology. In the basic ways of ancient literature communication, we should constantly collect classical materials and innovate them, so as to realize the effective communication of ancient literature and art.

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