

# The Influence of Double-micro Communication on Chinese Traditional Culture

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## Abstract

As a new stage of the Internet era, the micro-era is based on information technology era, with weibo, WeChat and other media as the media, the comprehensive use of audio, video, text, image, real-time interaction and other communication of the information era, weibo, WeChat has become the symbol of the "micro-era". In terms of traditional culture communication, the symbols of the micro era -- weibo and WeChat (hereinafter referred to as "double micro") have their unique advantages, but they also encounter certain difficulties.

## Keywords

Double micro; Traditional culture; spread.

## 1. Introduction

The current era is called the micro era by the public, and Double micro is the two leaders of the micro era, namely weibo and WeChat. As the essence of five thousand years of Chinese culture, the collision between traditional culture and dual micro will produce unexpected sparks. As the leader of micro-era culture, Double micro and traditional culture collide with each other, take advantages of each other and integrate with each other, so as to exert new charm in the new era.

## 2. The Advantages of Double Micro-Dissemination of Traditional Culture

The prospect of network communication of traditional culture was once favored by the industry, because it has unparalleled advantages in terms of transmission speed and audience. Double micro plays a role of "promotion" to some extent.

(I) Double micro has expanded the living space of traditional culture

In the era of information explosion, traditional culture is not abandoned, on the contrary, it has a broader living space. Take Microblog as an example. As a center of information fragmentation, the 140-character limit of a single article does not set a shackle for the dissemination of traditional culture. Five words and seven words can all shine brilliantly on Microblog. In June 2016, du zi, a blogger, launched the activity of "sending wine with poems" on sina weibo, which aroused strong response from many bloggers. His single microblog was forwarded more than 60,000 times. Du Zi built in weibo in "I have a pot of wine, is enough to comfort their journeys" on the deficiency and some excellent sequel, such as "three cups of changes in temperature, smile ZuiYan person", "think Vivian, DuZhuo degrees - the", "but the court guest, clouds laugh this lifetime", such as rhythm, beautiful words, make the netizens repeatedly exclamation: "Chinese poetic death".

The dual micro is not only useful for communication, but also for its ability to preserve information. For example, WeChat's public account platform has huge advantages in promoting and preserving traditional culture. WeChat official account "guqin", registered by "guqin group" and responsible for its daily operation. The team collected and sorted out a large number of guqin scores, musical materials, lyric meaning and fingling, regularly promoted relevant

knowledge content to the public, supported access, and spread guqin culture to the public. As an invisible platform, Double micro is more like a pool of running water, circulating in the public's vision, compared with the database that keeps traditional memories like "digital library". Therefore, with its huge number of users, rapid mode of communication and massive storage space, Double micro-platform has created more living space and injected more vitality for traditional culture in the era of information explosion.

### (2) Double micro enriches the expression form of traditional culture

One of the fundamental problems of the poor performance of traditional culture in contemporary cultural communication is that the form of expression is too simple. Traditional culture has always been mentioned in the public mind as a pile of old papers. In recent years, with the popularity of TELEVISION, there are few excellent TV programs and films about traditional culture.

As a newborn in the micro-era, Double micro brings new forms of expression, such as text, pictures, videos and voice. In terms of writing, also have a variety of text, common if forwarding type (including forward their content and comment on content), the entry type (in text as the main body, image, video, hypertext links and other ways of encyclopedic text), the topic type (to topic link as the main body, the way is simple, highly interactive, to facilitate information integration), voting, and so on, many of them are in the Internet age double micro unique form of expression.

Here is still mentioned in the previous article "wine" as an example. The topic of weibo "I have a pot of wine to comfort the dust" has been launched by du zijian, and by May 5, 2016, according to statistics of sina weibo platform, the topic has been read by 22,112,000 people, and more than 25,000 people have participated in the discussion activities of this topic. All kinds of beautiful follow-up writings and exquisite pictures make people's lips and teeth taste delicious when read. This is a typical topic-type text form with strong interaction, communication and simple participation. Various forms of expression have increased public interest in participation. Therefore, with its flexible and changeable forms of information transmission, Double micro provides more forms of expression for the transmission of traditional culture and changes the stiff and rigid image of traditional culture.

### (3) Double micro has increased the audience of cultural classics

It is well known that dual-micro users show a trend of younger age. According to The Report No.6(2015) on The Development of New Media in China released in 2015, among the user groups, the number of weibo users aged between 20 and 29 is the largest, accounting for 88.697 million, accounting for 28.92% of weibo users. The number of users aged 10-19 was 80.56 million, accounting for 26.26%. [tang xujun. China new media development report No.6(2015)[M]. Beijing: social sciences academic press, 2015:91. [zhang guocheng. Research on the status quo and problems of WeChat [D]. Sichuan academy of social sciences, 2014, (04)] taking Double micro as the platform to spread traditional culture is undoubtedly a great expansion for the audience of traditional culture.

By Russ, the spread of the "five w" the theory of "TO the disappearance of" TO who said that, in a micro users under the trend of younger age, traditional culture is rooted in the dual micro, exploit new transmission channel, so young and middle-aged contact, know the extent of the traditional culture is bound TO strengthen, TO our country's famous non-material cultural heritage Kunqu opera, for example, weibo account authentication "Kunqu opera KeJun" by Jiangsu province) by director Mr KeJun opening use, telling weibo users share knowledge about Kunqu opera and Kunqu opera excerpts, dissemination of Kunqu opera in pictures, video, etc way indecision chimes, attracted the attention of more than 40000 people, It has raised the attention of the younger age group to the traditional culture. Such accounts can be found everywhere on Weibo platforms, which reflects the positive role weibo plays in the

dissemination of traditional culture as we media. The younger users of dual micro platforms are a good opportunity for the popularization of traditional culture to the younger age group, and also a powerful expansion of the audience of traditional culture.

#### (4) Double micro encourages the cultural exchange between users

The reason why Double micro encourages the cultural exchange between users is to start from Double micro's own characteristics. The social platform represented by weibo WeChat has broken the one-to-many communication mode with radio, TV and newspaper as the main communication channels, greatly enhancing the communication between communicators and audiences. Moreover, in this micro-era with the popularization of intelligent mobile terminals, everyone is both the transmitter and the audience of information. This is now often referred to as "we media". In the era of "media", the traditional culture of the people for their comprehension of communication is very convenient, as the saying goes, one thousand readers have one thousand Lin daiyu in the heart, in the process of interaction and experience, and each one of the classic a dream of red mansions different comprehension, inspire others, one instance to produce more understanding, understanding of "a dream of red mansions" will be to the next level.

Double micro encourage the cultural exchange between users in it in the intangible distance closer to the users of the communication between different cultural levels, people don't need to go to li heard professional academic lectures, meetings, can communicate with professional experts and scholars in the field of traditional culture, learn knowledge about traditional culture. Therefore, Double micro plays an incomparable role in the field of cultural exchange.

### 3. Difficulties Encountered in the Dual Micro-Communication of Traditional Culture

Although Double micro has played a lot of positive roles in the inheritance and development of traditional culture, traditional culture, as the essence accumulated over time by the Chinese nation, still has some difficulties in gaining a foothold in the era of information explosion.

#### (I) Classical culture is negatively deconstructed in double micro-communication

Although Double micro has made some contributions to the expansion of the living space of traditional culture. However, it cannot be ignored that due to the uneven level of communicators in the "we media" era, traditional culture is constantly integrated with new contents in the communication in the micro-era, and gradually loses its true essence and essence. In 2012, a series of photos that mocked the illustrations of du Fu, a famous Poet from the Tang Dynasty, in his high school Chinese textbook published by The People's Education Edition went viral on Weibo, showing him riding a motorcycle, carrying a machete and, in some cases, holding a semi-naked woman. A series of pictures have been parodied on Weibo, with versions such as Du Fu smoking cigarettes and Du Fu carrying iron pans. While entertaining the public, some experts and scholars are calling on netizens to respect traditional culture and Du Fu's literary status. And it's not just twitter, WeChat is even more relevant. The famous TV series "Romance of The Three Kingdoms" (1990 edition) was an original and meticulous drama, in which the plot "Kong Ming sent the tears and ma Su" was re-dubbed and forwarded wildly among friends. The editors dub the plot with local dialects, and the content is mainly based on drunk driving and fighting, with vulgar content and a lot of coarse language and slang. Many netizens pointed out that this is a desecration of traditional culture, which is heartbreaking.

For the dissemination of traditional culture in micro-era, a fixed bottom line must be adhered to. Innovation is certainly a good thing, but traditional culture should not be deconstructed into entertainment and vulgarization in order to attract attention and catch the eye. The speed of information flow on communication platforms is astonishing, so it is important to be careful about the content. Traditional culture is the culture, knowledge and skills that will be passed

on to future generations. It must not be spoiled. When it comes to bad, have to mention a topic, it is now mounting work is a new phenomenon, such as "spicy in The Three Kingdoms", "the picture of red chamber", the flow of a completely transformed from the original task, ridicule or talk, he is more of the bibliography of baihua literature and art publishing house, 2008 "xi travels more surprising, a complete reversal of the original content, content only focuses on the grandstanding, no respect for the classics. Actually the masterpieces of innovation is good example to follow, such as writers "in those days the bright moon" based on the creation of the Ming, by China friendship press in 2006 published "Ming dynasty those things", witty humor, but strictly based on historical facts, both to attract the public eye, and the popular science history, relative to the above mentioned spoof classics series of books, it is different. The negative deconstruction of cultural classics in the process of dissemination is a distortion of traditional culture. In the long run, the educational function of traditional culture will gradually fade, and it will cause a very bad influence.

(2) The system of traditional culture in double-micro communication is relatively low

Compared with current popular culture, traditional culture has more prominent features of systematization and connotation. Weibo and WeChat, due to their own characteristics, determine that the content they spread tends to be fragmented, which leads to the systematic insufficiency of traditional culture-related content on the dual micro-platform. In modern times, such cultural fragmentation is not only caused by the characteristics of Double micro itself, but also because since the reform and opening up, China has established an economic system dominated by market economy, and the interpretation of traditional culture has become increasingly commercialized and fast food. People acquire urgently needed knowledge and engage in social interaction in the quickest way, but they do not reflect deeply and construct their own knowledge system. They tend to know the knowledge without knowing the reason. They tend to acquire useful information without understanding the source.

The situation reflects the weibo in the process of spreading traditional culture, confined to the traditional culture and confused weibo own restrictions, easy to cause fracture and broken in the traditional culture in the spread, weibo can only spread relatively independent knowledge or culture symbol, the essence of the traditional culture of incomplete, represented in the system, and even some users think that due to the spread of fragmentation weibo dissemination of traditional culture is not scientific. [pan Bocheng, Wang Shan, Yang Xiuling. Discussion on Weibo and The Communication of Traditional Culture -- Based on the Empirical Research of Zhaoqing Duanyan Public Benefit Cultural Group [J]. Chinese Market, 2011, (35)]

(3) Low acceptance of traditional culture in dual-micro platforms

When it comes to traditional culture acceptance of double micro platform, to analyze the dual user groups, mentioned before, the main force of double micro users are mostly middle-aged and young people aged 10 to 30, and with the commercialization of the traditional culture, fast food, this part of the crowd for the understanding and acceptance of traditional culture, compared with the previous generation, attitude towards the traditional culture are the cold shoulder. Drowning in a sea of information, but choosing only what is currently useful. Five thousand years of traditional Chinese culture and its self-cultivation and moral values have been shelved in the fast pace of today's market economy, leaving no time for quiet study. However, the traditional cultural knowledge brought by Double micro, the readily available media platform, is too fragmented to form a complete knowledge and moral system, which leads to the generally low acceptance of traditional culture in Double micro platforms.

As the leader of the emerging micro-era, Double micro has unparalleled advantages in the communication and development of traditional culture: the communication space is vast, the speed is fast, and so on. However, in the new era, the development and guidance of traditional culture are still facing huge challenges. From the perspective of traditional culture itself, it is

the key for traditional culture to display its unique charm in the new era to make good use of the opportunity of good development of dual micro-platform and do its own development well. The two complement each other. Double micro provides more communication space and expression forms for traditional culture, and traditional culture infuses Double micro with more cultural connotations, advancing hand in hand on the road of continuous development and growth.

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