The Cultural Exchange between China and Korea under the Network Media Environment

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Abstract: With the popularization of network media, it has changed the current structure of cultural communication, and also made cross-border cultural exchanges enter the digital era. Cultural soft power has become an important indicator of the development of countries in the world. South Korea is one of the countries representing the strategy of cultural soft power in the world. In the 21st century centered on globalization and informationization, "Korean Current" has brought great development to Korea. At the same time, it has brought great influence to China. This paper takes the cultural exchange between China and Korea as the research object. Firstly, from the perspective of network communication, this paper analyses the cultural trade between China and Korea under the network media environment. Then this paper analyses the influence and function of network media on cross-border cultural exchanges between China and Korea. Finally, some suggestions are put forward.

1. Introduction
Cultural exchanges are an important part of exchanges among different countries, regions and ethnic groups. In different historical periods and stages, the contents and forms of cultural exchanges are also different. Cultural exchange is a two-way and multi-way cultural communication. It is a kind of academic communication centered on the content of some "small culture" to introduce, draw lessons from, learn and explore each other. Cultural exchanges mainly include academic exchanges, cultural group visits, art group visits, exhibitions, sports exchanges, religious groups and other activities. The contacts and exchanges between countries and nations are becoming more and more extensive and frequent. In this process, learning from each other will promote the development of exchanges between countries and nations. Influenced by the economic and political environment of China and Korea, cultural exchanges between the two countries have developed actively. More and more Koreans come to China to invest, obtain employment, study abroad, and travel. At the same time, more Chinese citizens choose to go to Korea to explore markets and study abroad for tourism. The cultural exchanges between the two countries have maintained rapid development.

2. The network media function of China and Korea cultural exchanges

2.1 Internet media provides new paradigm for cultural exchange
Network media has many functions, such as instant communication timeliness, mass communication content, multimedia communication mode, hyperlink communication structure, interactive network characteristics. Network communication eliminates the lag interval of cultural exchanges and provides an unprecedented information sea for cultural exchanges. Network communication makes the manifestation of culture more three-dimensional. It enlarges the vision of cultural exchange and crosses the space barrier of cultural exchange. Internet media is not only a new means of cultural
exchange, but also a brand-new space for cultural development. In this space, there are newspapers, radio, television, magazines that appear on the Internet with a brand-new face. There are online bookstores, online publishing houses, online libraries and personal or organizational websites. Anyone who enters the network can find the information they need and disseminate personal information on the network. They can either buy books, shop, advertise, or engage in long-distance teaching, games, music and other entertainment activities. This kind of network communication activity has become the basic phenomenon of the mass era, and cultural exchange is more complex and colorful.

2.2 New development of cultural exchange between China and Korea
In April 2004, China-Korea Network, which filled the gap of large-scale network platforms in China, Korea and China, was officially launched. China-Korea 'Network' is the most authoritative professional portal website to organize exchanges between China and Korea. Its content covers political, economic, trade, cultural and other social aspects of China and Korea. It integrates investment, business, columns, entertainment and forums. There are 13 information channels including news, entertainment, sports and culture. The 2007 China-South Korea Exchange Year is an important link between the past and the future of China-South Korea comprehensive cooperative partnership. With the effect of "turning zero into an integral whole" of the Internet, China and South Korea will be given a real and comprehensive audience through the Internet. Although the cultural exchange between China and South Korea has a long history, the cultural network exchange between China and South Korea has just started, but the momentum is strong. Internet is bound to become an important means of cultural exchanges between China and Korea, and cultural exchanges between China and Korea under the network media environment will also enter a new era. "Korean Current" prevails in China and "Han Feng" prevails in Korea, which has a great impact on the people of the two countries. The freedom and convenience of the Internet provide favorable conditions for cultural exchanges between China and Korea. At present, cultural exchanges between China and South Korea have made great achievements in popularizing popular culture, especially in television, film and music.

3. Cultural trade between China and Korea under the network media environment
Sociologists believe that cultural exchanges originate from economic exchanges. Cultural exchanges will promote economic cooperation, which in turn will strengthen cultural ties. In the past 20 years, the economic cooperation between China and South Korea in terms of trade, investment and so on has yielded rich results. According to the statistics of China's import and export volume, cultural exchanges between China and South Korea continue to rise. South Korea's exports to China from 2003-2016 is shown as the figure 1. Korea's cultural trade imports to China from 2003 to 2016 is shown as the figure 1. Korea's cultural trade imports to China from 2003 to 2016 is shown as the figure 2.

![Figure 1: Korea's cultural trade exports to China from 2003 to 2016](image-url)
4. Strengthen cultural exchange in the network media environment

4.1 Expanding the local cultural exchange between China and Korea
Recent policies of China and South Korea have been more inclined towards local society and rural areas. In Korea, the local cultural consortium is responsible for disseminating cultural activities and local festivals. In China, the government has put forward a cultural policy of going to the countryside. The Chinese government endeavors to care about the cultural needs of local people. There are still more Chinese in rural areas who have not enjoyed Korean TV dramas, movies, music or cultural preferences. In Korea, however, few people watch Chinese TV dramas or enjoy Chinese culture and art. The two governments should strengthen the cooperation and development of local cultural organizations. Only in this way can we promote cultural exchanges among local government cultural institutions, cultural groups and local artists.

4.2 Interaction in network media environment
Cultural exchange is a two-way practice. We need to not only invite in, but also go out. "Come in" is to bring Korea's excellent cultural tradition into China, "go out" is to let the Korean people know more about China. The freedom and openness of the Internet has opened a door for cultural exchanges between China and South Korea. The Internet gives China and South Korea an equal opportunity. Only by making the two cultures learn from each other, can they develop greatly in the exchange and collision of cultures.

4.3 Strengthen the mutual propaganda of "Korean Current" and "Han Style"
The representative results of cultural exchanges between China and Korea are "Korean Current" and "Han Style". The "Korean Current" and "Han Feng" cultures include the spirits, cultural values and national symbols of the two nations. They have made great contributions to the mutual understanding between the two countries. Although there has been a long cultural exchange between the two countries, in recent years there has been a phenomenon of "anti-Korean flow" in China, which is not conducive to the friendly and cooperative relations between China and South Korea. The Chinese government must strive to diversify its approach to cultural propaganda. By expanding the scope of propaganda, China can strive to strengthen the power of propaganda. The Korean government is also taking an objective attitude and must strive to lead the people well.

5. Conclusions
In order to develop friendly relations, the two governments have established Confucius Institutes and Korean Academy of Culture. At the same time, non-governmental exchanges of youth between the
two countries were also held. In order to better develop the friendship, we still need to vigorously develop cultural exchanges between China and Korea, especially through the network media to strengthen cultural exchanges.

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