Research on the Transmission of Traditional Culture in the New Media Environment—Take Chinese Calligraphy as an Example

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Abstract. This paper focuses on the transmission of Chinese traditional culture in the new media environment, through the study of Chinese calligraphy transmission of new media to explore the development issues of traditional culture. Through the questionnaire to analyze the user's browsing habits as well as other relevant data in order to find Participants’ features and propagation rules. In this paper uses the media proliferation theory to compare the similarities and differences of Chinese calligraphy between the traditional transmission mode and new media communication mode. Based on these analyses and comparisons, this paper aims to find out the way for the transmission and development of Chinese traditional culture.

Keywords: New media, Traditional culture, Transmission, Chinese calligraphy.

Introduction

The formation, development and dissemination of traditional culture have a long history, but it is a long-lasting new topic. In the current social environment, with the deepening of reform and opening up, more than 30 years of foreign culture has been the influx of China and foreign culture as the carrier in the country evolved for China's national culture such as popular music, movies and TV series rapid popularity. The living space of Chinese traditional culture is gradually eroded by the popular culture of the public.

From the beginning of the 1980s, the formal establishment of GSM (Global Communications System) marked the beginning of the globalization of the message, and now we are facing the third "information revolution" based on web2.0, all kinds of information and culture and its spread, the way has changed

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dramatically. Since then, the globalization and exchange of culture has become possible, the whole world pattern is also gradually reduced from a large macro to similar to the small village of micro-small. The rapid rise of global foreign culture, especially the popular mass culture, which is similar to fast food, has led to the reflection of scholars at home and abroad. At the same time, some of the worries and controversies have been stirred up for the gradual popularization of traditional Chinese culture into the increasingly mainstream culture of people's life. In this new era, the traditional Chinese culture is subject to its own unique limitations determine their own content and communication must go through a modern adaptation and decay process. Under this background, how Chinese traditional culture adapts to the development of information in the world has become a major issue that we are now facing and facing.

Study on the calligraphy of the media as the object

Chinese calligraphy, as an extremely important part of Chinese traditional culture, is different from other forms of cultural expression. It is a unique form of artistic expression in China. It has distinctive Chinese characteristics. It is in addition to Japan and South Korea. Cultural influence of the country, other countries do not have. Carrying in the ancient narrative, dissemination and presentation at that time all-encompassing social culture, important events and other functions. Calligraphy as an art form, but also as a mainstream media. Its formation, development, dissemination and extension, until today when its functional and practical value is gradually diluted, the calligraphy of the spread of both ancient and modern is worthy of our thinking, research and exploration of the topic.

As an extremely important field of research in communication, the research of the media is always a topic of concern that keeps on keeping fresh with the passage of time. It can be said that the history of the media is almost accompanied by the progress of human civilization, its human continuous improvement of their own way of life and scientific culture, but also continue to complete their own development and innovation. The media spread from the earliest body language of human beings to oral communication, from the press, radio and television as the main body of the spread to the current Internet as the main platform for the dissemination of new media.

Summary of the Traditional Communication Patterns of Contemporary Calligraphic Art

To explore the traditional mode of calligraphy today, we must first define the time of the topic to be discussed in this section. As we all know, the so-called new media and new communication technology relative to what we usually call the traditional mode of transmission is a change over time with the process. For example, it is standing in ancient times, the birth and popularity of printing can be in accordance with the prevailing communication technology background is the new media and new media; we will perspective into today's society will be found, once as advanced communication means of printing is now being
replaced by the Internet and other emerging media, its advanced even in urgent need such as radio and television and other mainstream media. The timeliness of new media and new modes of communication is a factor that we have to consider.

At present, there are hundreds of calligraphy art groups in mainland China, from national organizations to provincial level, from the city, district local organizations to overseas Chinese calligraphy art groups. These organizations organize a series of calligraphy and painting pavilions, academic exchange seminars, various large-scale exhibitions, as well as a number of calligraphy and calligraphy artists to the community, schools and other social grassroots publicity and calligraphy art activities to spread and promote calligraphy art in China. The activities organized by these calligraphy groups have promoted the exchange of calligraphy and the popularization and promotion of calligraphy art to the grassroots.

The daily operation of calligraphy art groups basically conforms to some basic functions of organizational communication, such as internal coordination, command organization, decision-making and consensus formation. Its internal communication and communication channels are basically consistent with the downlink, the spread of sex and horizontal transmission. For example, these calligraphy art groups usually have a team of leaders responsible for the day-to-day operation of the analysis, judgment and decision-making. For example, the Chinese Calligraphers Association, which belongs to the China Federation of Literary and Art Circles, mainly includes the Chairman of the Association, the Party Secretary, the Secretary-General, the Vice-Chairman and the Advisory Board and the Council. Of course, some folk spontaneous organization of calligraphy art groups are usually set up their own functional departments to maintain the daily work and management.

**Calligraphy Art Communication in New Media Environment**

After entering the 21st century, with the rapid spread of the network in mainland China, the new communication technology has been rapid development. In addition, some advanced acoustic technology is also used in the traditional Chinese culture, especially the traditional Chinese art of communication and promotion. As we all know, modern communication technology and means than the traditional means of communication in the speed of information transmission, performance has been accepted by the audience feedback has its obvious advantages.

Calligraphy with the help of new media, we generally think of the major sites and related calligraphy professional forum. Although in today's SNS social networking sites and micro blogging and other information exchange platform popular, but as a professional website, which has professional, original and authoritative and many other information platform does not have the characteristics.

Such as the mainstream Sina, Sohu and other sites, its subordinates generally contain sub-sections of the arts and culture, and these sub-plates
contain calligraphy-related advice. Most of the information provided by such websites is based on works, art research, character interviews and auction information. In addition, the major portals also have their own news advisory search platform, the audience can search for keywords, find their own information needed to consult. Such as Sina home top will have a news search function, the domestic search portal giant Baidu is also the audience search and access to consult a relatively fast platform.

However, this type of portal and Baidu such as the domestic search giants, for the audience to search the relevant calligraphy information consultation is its own limitations. Generally speaking, the following points are mainly: one is related to the coverage of the consultation is not only, because of such a portal editor of their own professional and limited number of editor-related editing, many articles and counseling is usually reproduced in the form of the article. The depth of originality and content is inadequate. Followed by the relevant plate is usually a sub-plate or sub-sub-block, so the user to find the entry into the relevant information becomes more cumbersome, so that the impact of the user access and read the relevant content of the initiative. Third, such as Baidu, such as the domestic search industry giants, some of its keyword promotion will show the accuracy of the relevant content. For example, in the Baidu home search keyword "calligraphy", the first two of its home page is the relevant industry training advertising promotion link. This will inevitably lead to errors in the accuracy of the search for the content of the user, but also a negative impact on the user experience.

The convenience and accuracy of such large-scale portals in the dissemination of calligraphy art cannot be equally satisfying. Many of the portal settings related sub-sections are mostly due to improve their own plate set to consider, that is to build a comprehensive portal site deliberately enrich the composition of its plate content. In addition, these sites are basically run for the purpose of profit, so some of the relevant content is really to spread the culture to popularize the audience for the purpose of it is questionable. But we cannot deny that the large well-known portal as a general Internet, especially the initial contact with the Internet's first choice of users, its influence or cannot be ignored. Therefore, these large-scale portal settings related to the traditional culture as the main content of the plate's practical significance is worthy of our recognition and recognition.

An Analysis of the Characteristics and Effects of New Media in Calligraphy

The new media communication characteristics and effect analysis of calligraphy art, this chapter mainly to the academic world famous 5w transmission mode as the basic framework to carry out. As a very important communication mode analysis method, the theory is divided into five parts, that is, we know "who, what, whom, which channel, what effect", extended meaning is the communicator who, or what kind of communication, through which media to spread, who said and what kind of effect and impact. That is,
from the transmission, dissemination of content, communication channels or media, the audience and the results generated by the analysis. Compared with the traditional transmission mode of calligraphy art, the 5w of calligraphy art in the new media environment also has its distinctive characteristics.

Channel flexibility
In the traditional media age, the spread of calligraphy has its own limitations, in which the relative distribution of the channel is relatively obvious performance. This channel is single, mainly in its relatively dependent on the spread of mass communication and interpersonal and organizational communication. For example, the notice of the exhibition is more dependent on the press and radio, books and periodicals must be listed through the publishing house and bookstores, writing skills exchange and academic research mainly rely on mentoring and academic seminars. This relatively single and stereotyped communication channels, virtually increase the cost of communication, pulled up the threshold of its spread. To the new media era, the way of communication and channels become increasingly diverse. People do not have to know the exhibition notice and specifically to buy a newspaper magazine, do not have to read a letter to a special bookstore. In the new media environment, we obtain the information of the exhibition can pass the message of the WeChat or the relevant e-mail subscription, you can also take the initiative to search the keyword through the network to get the relevant information. If we want to read an academic book or enjoy the masterpieces, and do not want to go to a bookstore or library, then we can first search for online content related to the electronic file version. If we want to call their own calligraphy works for teachers to comment, you do not have to personally visit, just take a picture of the phone and can be sent to a variety of different software. And the other can not only reply to you through the text, you can also audio or video synchronization to produce an immersive feeling.

Outlook and summary
As the traditional culture of the Chinese nation's splendid treasures, its seemingly moving away from the mass of the media in the ever-changing era of media technology. In this alien mass culture with the mass media continue to flood our lives today, to make the traditional culture once again full of vitality, in addition to the traditional culture of their own innovation, but also need to practice with the practitioner, in the dissemination of channels and media to move some brains.

First, improve the relevant traditional cultural industry theory system research, the formation of relevant literature and the electronic popularization and dissemination of the work.
Second, to the relevant practitioners and network operators to start more cooperation, learn from each other, the establishment of a number of related sites and forums.

Third, the relevant industries through other new media communication channels such as WeChat and micro blogging, etc., to establish a new platform for information related to promote the dissemination of multi-channel development model.

Fourth, in the new media at the same time, but also with the traditional mass communication channels organic combination, it is necessary to pay attention to young audiences, but also can not produce channels with the elderly channel is not smooth.

Fifth, we must learn from the experience of foreign culture, making the traditional culture and other areas combined, such as traditional culture and contemporary art, and constantly expand their own performance model to attract more audience attention.

This paper mainly discusses the way of calligraphy art in today's new media environment, and takes the calligraphy website as the sample, combined with the CNZZ website data analysis, and summarizes some characteristics of its transmission.

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