Analysis on the Characteristics of Taoist Language Communication Media Based on Computer Network Technology

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Abstract. Taoist culture has profound guiding significance to people's spiritual life and social life, so it is realistic and necessary to inherit and develop Taoist culture. Language is an important medium for the spread of Taoism, and its two main forms have their own characteristics. The emergence and rapid development of network technology have promoted cultural exchanges and brought new opportunities for the inheritance and development of local culture. It is necessary for us to discuss the advantages and disadvantages of the application of network technology in Taoist language communication, so that computer network technology can be better applied in Taoist language communication practice. With the help of the advantages of network media, we can build scientific and effective cultural communication strategies, such as establishing communication awareness, expanding the scope of communication and increasing the forms of communication. The continuous development of information communication is the development of information technology. This paper analyzes the characteristics of Taoist language communication media under the background of the rapid development of computer network technology.

1. Introduction
In hundred schools of thought, almost every school's discussion involves the issue of communication, the most important of which is Confucianism and Taoism. Comparatively speaking, at present, there are more researches on Confucian communication thoughts in academic circles, while there are few researches on Taoist communication thoughts. After more than 1,800 years of ups and downs, Taoism can still maintain the stability of the Taoist tradition and the continuation of the teaching vein, which has an important relationship with the uniqueness of its language media [1]. The information flow formed by information dissemination is a form of communication between different groups of human beings, and is also the driving force and source for the continuous progress of human society [2]. The emergence of the Internet has made real-time communication worldwide a reality, thus changing the characteristics of teachers' language teaching and students' language learning [3]. Information dissemination depends on the development of network technology, which has a strong stipulation on the form selection of information dissemination. Taoist culture has profound guiding significance to people's spiritual life and social life, so it is realistic and necessary to inherit and develop Taoist culture [4]. The Taoist language communication medium is an intermediary material entity in which Taoism loads and spreads Taoist ideas in the process of communication. Through this medium, the teachings,
ideology and culture of Taoism can be inherited and developed. Nowadays, when we promote the localization of communication science, it is necessary for us to study the communication thought of Taoism from various angles [5].

After more than 1,800 years of vicissitudes and vicissitudes, not only did Taoism not die out, but it still played an important role in the field of religion, which had an important relationship with its way of religious transmission. Due to the different political and economic conditions in different historical periods of society, coupled with the numerous Taoist sects and the different emphasis of the doctrines and teachings of Taoism, the media of Taoism are also diverse [6]. The inheritance and development of culture are inseparable from the widespread spread of culture. However, the spread of Taoist culture at this stage is not ideal. In ancient society, due to the extreme backwardness of science and technology, people could not use modern information tools such as radio, television, and the Internet for information dissemination. They could only use traditional methods such as word of mouth and correspondence [7]. The emergence and rapid development of new media have made cultural exchanges between people of different regions and different nationalities more frequent, bringing new opportunities for the inheritance and development of local culture. In general, Taoism is mainly spread through language media and non-language media [8]. It is necessary for us to discuss the advantages and disadvantages of the application of network technology in Taoist language communication, so that computer network technology can be better applied in Taoist language communication practice [9]. The continuous development of information dissemination is the development of information technology. This paper analyzes the characteristics of Taoist language media under the background of the rapid development of computer network technology.

2. The Present Situation of Taoist Culture Dissemination

The birthplace of Taoist culture is the Wohe River Basin in northern Anhui Province. Lao Zi and Zhuang Zi, the founders of Taoism, were both born in the Wohe River Basin. Oral language is the most commonly used medium of early Taoism. In its infancy, Taoism had few classics, and its teachings were spread mainly through word of mouth among believers. The oral transmission of Taoism has formed a characteristic, which is to pay attention to secret transmission, especially for inner alchemy, outer alchemy, and the essentials of Taoist and Taoist methods, which are usually transmitted orally between master and disciples in a "pithy formula" manner, leaving no words. In today's society, people are faced with massive amounts of information from various communication channels every day, and the information content is all fascinating and eye-catching. Traditional and simple communication methods such as Taoist culture obviously cannot give people a deep impression, let alone arouse people's interest and attention [10]. In Laozi's opinion, those who believe what they say should tell him sincerely, and those who don't believe what they say should also speak to him patiently. Over time, everyone can believe what they say. Language includes spoken and written language, that is, speech and static words in conversation. It shows that man is a symbolic animal, and it also marks human social existence. Both the dictum and the Confucian classics are the language medium for spreading the dharma. The dynasty classics record the dharma in written language, while the verbs spread the essentials of the dharma in oral form.

Compared to the limitations of language transmission, Lao Tzu believes that the greater obstacle to language transmission is the weakness of human nature. Lao Tzu is firmly opposed to hypocrisy in language transmission. Taoism advocates nature, and speaking in language transmission follows the principles of language economics, and the words should be few and precise [11]. The existence of human as a social relationship, language transmission is the basic link to maintain its relationship, and at the same time, language is always associated with human thought activities. In addition to normal speech, all other autonomous ways of conveying ideas are always a direct or indirect transfer of typical linguistic signs from the mouth to the ear, or at least using real linguistic signs as a medium [12]. The promotion of culture and the building of cultural brands are inseparable from effective resource integration and multi-faceted publicity. The choice and use of media is crucial to the effectiveness of communication, as is the transmission of Taoist culture. The rapid development of Internet technology and the wide
application of new media have shortened the time of information dissemination, enriched the content contained in information and widened the channels of information dissemination. When talking about verbal communication in interpersonal communication, Chuang Tzu also has some interesting opinions. He believes that gorgeous and mysterious words are not enough to impress people. What really moves people is the "truth" behind the words. The two sides of the dialogue should have considerable understanding and can understand some meanings that cannot be expressed in words, so as to communicate smoothly. Lao Tzu said: "Tao can be Tao, but not Tao. The name can be named, not very famous." From the perspective of language communication, it reveals the relationship between limited language and infinite artistic conception and raises the question of how to express infinite artistic conception with limited language.

3. Communication Strategies of Taoist Culture Based on Computer Network Technology

3.1. Expand the scope of dissemination

With the emphasis on culture and the expansion of international exchanges, Taoist culture has been spread all over the world and has become the common spiritual wealth of all mankind. Taoism has many restrictions on receiving disciples, believing that each person has different endowments and only those with a certain root can practice. Because the spread of pithy formula is very cautious and the ceremony is complicated, the spread scope of Taoism is limited to a certain extent, which is often unfavorable to the expansion and development scale of Taoism. The impact of the development of computer network technology on information dissemination can be summarized as the emergence of network media and its impact on information dissemination [13]. The network media connects a large number of online information resources together. Its huge amount of information meets the different needs of people of different ages, thus arousing their enthusiasm to participate in the acceptance of online information. All communication includes the relationship between the "spreader and the receiver". The sender sends information, and the receiver is responsible for receiving the information. Whether the information sent by the spreader can be accepted by the receiver directly determines the quality of the communication.

A far-reaching impact of the network medium is to realize the immediacy of information transmission. As we all know, many news events appeared on the online media for the first time and quickly caused major repercussions worldwide. In the new media era, an important feature of information dissemination is its fast speed and wide range. For a specific problem, the original variable contains two pieces of information. One part is a linear function of the common factor that cannot be directly observed, and the other is a special factor that has nothing to do with the common factor. The maximum number of iterations is stopped once, and the length of the individual in the population is equal to the number of functional requirements analyzed. The score comparison of the search results is shown in Figure 1.

![Figure 1](image_url)
3.2. Enrich communication content
The fundamental reason for information dissemination is the inequality of information in time and space. Information flow is just like water flowing from high-lying places to low-lying places. Television, movies and other media often require higher production cycle, which further reflects the superiority of network media in terms of time. The instant transmission speed brought by this superiority makes the network media the preferred carrier for instant information transmission. The emergence of new media has changed the original pattern of Taoist language media, and has also provided different possibilities for the spread of culture [14]. The purpose of the development of information dissemination is to break the unequal and unbalanced information in time and space. However, the traditional information media such as newspapers, periodicals and magazines, outdoor advertisements, etc. are restricted by certain space, while the information media such as radio and television are restricted by time. Lao Zi and Zhuang Zi put forward their own opinions on the types of audiences, the different attitudes of audiences towards information acceptance and the restrictive factors affecting their acceptance of information respectively, which is of pioneering significance in the history of Chinese communication thought [15]. The birth of network media has promoted the enthusiasm of the masses to participate in the dissemination of information. With the continuous development and popularization of computer technology and network technology, computer networks have entered millions of households, and have become an important and essential partner for people's life and work. People's work, study and even life are inseparable from the Internet, information sharing, data acquisition, and data preservation can all be achieved through a computer connected to the Internet. As one of China's outstanding traditional cultures, the extensive and profound Taoist culture can only be realized in the process of dissemination, and the social functions of cultural resources can only be reflected in the dissemination process.

4. Conclusions
The dissemination of culture is not only academic discussion and study, but also the choice and application of media. Taoism's moral pursuit of natural feelings and returning to simplicity is reflected in language communication. This concept is undoubtedly a rare ideological resource for enriching the contemporary theory of language communication. The continuous development and maturity of computer network technology have driven the rapid promotion and popularization of the network. As a new information dissemination tool, network media has had and will continue to have a profound impact on information dissemination. The emergence of network technology promotes the innovation of media, provides opportunities and platforms for ordinary people to access information and participate in social affairs in real time, and also brings new opportunities and development for the dissemination of traditional culture. Another great influence of network media is to change the passive position of information audience. After the emergence of network media, it has changed the single direction of information dissemination mode, and the audience can freely choose the information they are interested in in the network, thus enhancing their autonomy. The application of computer network technology in Taoist language communication has changed the traditional media and greatly improved the quality of language communication, with obvious advantages.

5. References
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