Research on the Creation and Dissemination of Chinese Traditional Poetry under the Condition of Computer and Media

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Abstract. China is a country with many excellent traditional cultures, which is the cultural precipitation of China's 5000 year history. Therefore, we must strengthen the inheritance and dissemination of traditional culture. Among them, Chinese traditional poetry is the embodiment of Chinese traditional culture, which needs our continuous inheritance. Media is an important medium of inheritance, which plays an important role. With the popularity of the Internet, computer media has become the most important way, which has become the main way of communication. Therefore, we need to constantly strengthen the combination of traditional Chinese poetry and financial media. Through the integration of media technology, we can spread Chinese traditional poetry in a digital way, which will become a new communication ecology of information digital sharing. First of all, this paper analyzes the transmission mode of Chinese traditional poetry. Then, this paper analyzes the characteristics of digital communication in the financial media environment. Finally, some suggestions are put forward.

Keywords: Chinese Traditional Poetry, Computer And Media, Cultural Communication

1. Introduction

Chinese traditional poetry is an excellent traditional culture of our country, which represents the inheritance of our excellent traditional history, which has become an important issue of national long-term concern [1]. This paper takes "Chinese poetry" magazine as an example, which publishes the creative characteristics of different types of old style poetry, which is the expression of our national culture and spiritual culture. Through the dissemination of traditional Chinese poetry, we can build cultural confidence, which will show China's national image [2]. Through computer media, we can carry out digital art communication, which will have higher practical significance and time value. Based on traditional values, we can establish the screening of Chinese traditional culture, which will expand the development of material and non-material aspects of culture [3]. In 2017, CCTV "Chinese poetry conference" became the first audience rating in the same period, which represents people's worship and love of traditional Chinese poetry. The conference of Chinese poetry meets the public's desire for the dissemination of traditional excellent culture, which also becomes the problem of responsibility return...
under the environment of financial media [4-6]. Therefore, we must strengthen the traditional Chinese poetry, which will guide the return of excellent traditional culture.

2. The inheritance of Chinese traditional poetry

Chinese traditional poetry is the inheritance of excellent culture, which needs to strengthen the tradition of Chinese traditional poetry. The traditional way is shown in Figure 1.

![Figure 1. The inheritance of traditional Chinese poetry.](image)

2.1. Ways of interpersonal inheritance

Interpersonal inheritance is the most common way of traditional cultural inheritance, which has been used since ancient times. Generally speaking, the two inheritors have close relationships, such as relatives, friends, neighbors, mentors and so on, which will have a high degree of similar cultural awareness. The book of songs is the beginning of Chinese poetry culture, but before the formation of a systematic poetry collection, there is no condition to record it on bamboo slips and other media in time [7]. Therefore, the book of songs is a way of face-to-face communication. Through the way of interpersonal inheritance, the voice and appearance of both sides can be preserved, which will have a strong sense of presence. Through written communication, we can achieve long-distance interpersonal transmission, which will be based on the common cultural cognition between the two sides. The interpersonal transmission of culture has an enduring power, which is a high-quality way of communication [8].

2.2. Ways of organizational inheritance

Organizational teaching can be divided into two types. The first is the traditional teaching method of educational organization. The second is the group organization formed between cultural lovers, which can carry out online or offline communication. Through teaching methods, we can impart cultural knowledge to students, which is the most traditional and lasting way of organizational inheritance in China [9]. Through the way of organizational inheritance, Chinese traditional poetry is the learning and inheritance of traditional culture, which has always been an important teaching content [10]. Through the teacher's interpretation, students can understand and recite, which can be infiltrated in the traditional culture since childhood. Through teaching methods, we can organize communication, which will be most beneficial to the teaching of traditional cultural connotation. Chinese traditional poetry has a high requirement on readers' cultural level, which can make students fully understand the charm of culture. Through the way of organization and inheritance, we can communicate with each other in groups spontaneously formed by traditional poetry lovers, which can be communicated online or offline [11].

2.3. Ways of mass media inheritance
The way of mass media inheritance is to spread to the society through specific media. With the continuous development of technology, we can choose media types in the process of inheritance, which can continuously increase the way of mass media inheritance. Through the mass media, traditional inheritors mainly use books, magazines, radio, documentaries, etc., which can organize, retain and revise the cultural content [12]. The way of mass media inheritance is only for the people who are interested in a certain cultural content, which has a very strong effect on the way of inheritance, which will be difficult to inherit in the ordinary people. The new development trend of media technology makes it more possible to inherit culture [13].

3. Creative analysis of Chinese poetry conference
Chinese poetry conference is a traditional Chinese poetry activity based on media technology, which will produce important program creativity, as shown in Figure 2.

![The spread of Chinese traditional culture](image-url)

**Figure 2.** Creative analysis of "Chinese poetry conference" based on media technology

3.1. The spread of Chinese traditional culture
Our culture has a long history, which has all kinds of classical culture. Chinese traditional poetry will be impacted and influenced by diversified ideas, which will lead to some excellent traditional culture can not be inherited. Therefore, people should pay enough attention to the inheritance of traditional culture. Through the bold and innovative competition mechanism and media technology, "China Poetry conference" gives people a refreshing feeling. By reciting, understanding and using all kinds of ancient poetry, the audience can feel the connotation of classical culture, which can fully stimulate the audience's interest in ancient poetry culture. By stimulating the interests of the audience, it can make people feel the original traditional culture. "Chinese poetry conference" is a cultural program based on media, which is the adherence to the cultural brand. Through the appreciation of various ancient poems, people can feel the connotation of traditional culture, which will better understand the value of traditional culture. Through the contestants' appreciation, taste and application of ancient poetry, we can really draw inferences from one instance. Through the understanding of poetry, we can inherit the connotation of Chinese culture.

3.2. Huge social value
In the "Chinese poetry conference", the participants come from various industries, including workers, farmers, police, college students, which has a wide audience. Through the program, people can strengthen the love and inheritance of traditional culture. On many occasions, the state has expressed its emphasis on traditional culture. Chinese excellent traditional culture is our deepest cultural soft power, which is the cultural fertile soil for the root of socialism with Chinese characteristics. However, each country and nation has different historical traditions, cultural accumulation and basic national conditions, which must have its own characteristics. This idea is deeply practiced in Chinese poetry conference, which has great social value. Through cultural programs, in various competitions, people can feel the significance and value of cultural communication. Through cultural programs, we can build a social and cultural environment, which will strengthen the edification of people. In poetry and Fu, people can
improve their ideological level, which will improve their own value and taste. By learning Chinese traditional poetry, the audience can achieve "poetry and calligraphy". The cultural program of "Chinese poetry conference" is the inheritance and development of China's excellent traditional culture, which can reflect the traditional Chinese cultural and moral concepts. By carrying forward the socialist core values, we can build a positive, positive and energetic social environment.

4. The creation and communication strategy of Chinese traditional poetry

4.1. Building digital exhibition hall of Chinese traditional poetry

The museum is the place of human cultural heritage collection. It is an important public place to inherit the essence of national culture. The combination of Museum and financial media can expand the space of cultural communication, which will improve the communication effect. Through cultural relics, text materials, pictures and sounds, museums in many places can spread the history of poetry, which can actively build online digital exhibition halls. Through the establishment of digital exhibition hall of Chinese traditional poetry, we can facilitate more people outside the region to visit, which will enhance the regional cultural charm. The most outstanding digital Pavilion is the Palace Museum, which is a product using new media and Internet. The Imperial Palace has built a series of cultural products, which have been analyzed based on the mobile phone APP, WeChat official account and so on. Through the integration of media, we can innovate the form of communication, which can create the digital exhibition hall of Chinese traditional poetry integration media. By making the traditional culture alive, we can combine the characteristics of the times to meet the needs of the public, which can make Chinese traditional poetry become a cultural brand.

4.2. Creating Chinese traditional poetry brand

Through cultural packaging, we can create Chinese traditional poetry brand. In recent years, "Chinese style" has become a global popular element, which has enhanced the cultural confidence of the domestic public. Through the global cultural identity of China, China can form the effective element of Chinese style, which can package the excellent traditional culture. Through the creation of cultural products, the public can more easily accept traditional Chinese poetry. The public aesthetic is no longer on the surface, which needs our country to carry out cultural packaging, which will form a variety of poetry brands. By packaging traditional culture, we can integrate popular elements, which can meet the higher cultural needs of the public.

4.3. Establish internet communication platform

Internet is the form of traditional culture innovation, which can broaden the space of traditional culture inheritance. Through the establishment of Internet communication platform, we can promote the connotation of traditional culture, which can enrich and innovate the creation and dissemination of traditional Chinese poetry. Through the establishment of Internet communication platform, we can strengthen the integration of traditional culture and modern culture. At the same time, users can directly participate in the Internet media, which will form a good interaction in the Internet media. In the Internet media, we can interact, which can innovate the equality values, personalization and diversification of traditional culture. Through wechat, microblog, forum and other media, we can create the cornerstone of public opinion for Chinese traditional poetry, which can form a positive energy of traditional culture discussion gathering area. Through the establishment of an Internet communication platform, we can form a situation of cultural inheritance for many years.

5. Conclusion

Financial media plays an important role in inheriting the excellent traditional culture of the Chinese nation, which requires us to continue to spread Chinese traditional poetry. Through the integration of media, we can expand the transmission channels of Chinese traditional poetry, which will bring the
traditional poetry culture into life. By integrating media technology, we can innovate the dissemination of traditional poetry, which will experience traditional culture online and offline.

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