

# Innovation of "New Media+ Classical Poetry" for Children's Traditional Cultural Learning Style

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## ABSTRACT

The new media based on information technology and its matrix cluster have offered new channels and pattern of manifestation for children to learn the Chinese traditional culture. With the advent of the information age, the Internet and the Internet-based new media have appeared in every aspect of children's lives inexorably and powerfully, and become indispensable tools for their growth. In addition, children require the immersion of traditional culture. The classical poetry is one of the Chinese traditional culture carries. The learning style will be innovated for the traditional culture after combining the new media and classical poetry to occupy the commanding height of information spreading, so that the Chinese traditional culture will be rooted for children.

**Keywords:** New media matrix, children, classical poetry, and traditional culture

## 1. FOREWORD

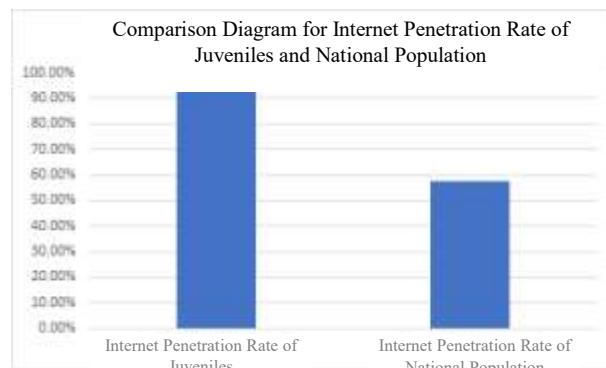
The outstanding Chinese traditional culture is the deep root of cultural confidence. Children are the future of our country, and the childhood is a key period to form people's ways of knowing and behaving. The values formed in this period will profoundly influence a lifetime. Therefore, children's sense of identity established in the childhood for traditional culture is particularly important. The Chinese classical poetry is concise in language, abundant in connotation and wide in coverage. It is an important window for children to study the Chinese traditional culture. Besides, the classical poetry has phonological syllables and strong rhythm with readability. It is suitable for children. However, the ways to effectively transfer the value elements of classical poetry to children, enable them to build the friendliness and acceptance for traditional culture naturally, and "teach" through "no teaching" are worth our discussion. In our opinion, it is worth trying in the digital media age to use the emerging media based on the Internet technology to change the children's traditional culture learning style and establish a learning mode of "new media+ classical poetry".

## 2. INNOVATION OF "NEW MEDIA+CLASSICAL POETRY" FOR CHILDREN'S TRADITIONAL CULTURAL LEARNING STYLE

### 2.1 General trend represented by new media used in children education

Previously, most of people are pessimistic about the use of new media by children, and even think that the reform of media technology will "vanish the childhood". However, with the constant reformation of network technology, the childhood is not "vanished", and the Internet and the Internet-based new media have increasingly appeared in every aspect of children's lives inexorably and powerfully, and become indispensable tools for their growth. According to the *Blue Book of Teenagers: Report on Internet Applications of Chinese Juveniles (2019)* issued by Institute of Information and Communication of Chinese Academy of Social Sciences in May 2019, by the end of December 2018, the number of netizens under age in China accounted for 21.6% of total netizens, and the total number reaches 179 million. The Internet popularizing rate reached 93.7%, obviously higher than the Internet popularizing rate of national population in the corresponding period (57.7%). Over 56% of children have "surfed the Internet" before 5 years old. Children's instinct for curiosity about new things enables them to become natural users for new media. They can be self-taught to use various new media tools, such as smart television, mobile phone, tablet PC and computer. Since it is irreversible that the new media is applied in children's lives, it is better to use it wisely rather than reject it. Indeed, regarding the use of new media, due to lack of overall planning and effective supervision, the contents produced by new media are endangering the healthy growth

of children like mud and sand flowing together. But, that is why we need to take the initiative in new media content production. In the context of great rejuvenation and cultural confidence of the Chinese nation, we should break through the educational media for children based on paper media, and give play to the advantages of new media to spread the traditional culture. Regarding the reasons to select the combination of "new media+ classical poetry", on the one hand, the connotation of traditional culture is very wide and it is hard to know the full view of traditional culture from an aspect, but the classical poetry is a breakthrough point which is similar to an aggregation. Each classical poetry is an independent individual and also reflects some point of the traditional culture. The immersion of classical poetry is easy for children to study the traditional culture like raising sand. On the other hand, except that the new media is the most efficient information spreading tool and learning tool at present, strong "metaphor" function of the new media quietly changing our behavioral habits and way of thinking with inattention is consistent with our idea to wish the children to be edified by traditional culture silently. The children will accumulate the traditional culture like boundless seas over a long period after selecting the ancient poetry suitable for children and through cultural infiltration for children dropwise by means of diversified new media.



## **2.2. New media able to assist children into the experience layer of traditional culture from the superficial layer of poetry understanding**

The classical poetry is concise in words, and limited words express the infinite deep contents, which is hard for children to deeply understand. First, words are the medium form which could be mastered after study for a while. Second, the classical poetry is written by classical Chinese, and the language is different in the ancient and modern, which hinders the understanding. Third, as required by artistic expression, there are inversion, omission and note leaving in the classical poetry, which have further increased the difficulty to understand the classical poetry. Therefore, in the age of traditional paper media, most of children are superficial to the study of classical poetry, and hard to understand the culture. Children may recite many ancient poetry with great fluency but only have mechanical memory. Even such medium forms as voice and pictures can be used

for stimulation, the traditional media forms a static and plane closed learning environment, and the children are difficult to get from superficies to interior and from superficial layer of poetry to the experience layer of traditional culture.

However, the new media is different. The Internet technology is able to combine such information as sound, pictures, characters, animation and videos, to stimulate the children's sensory organs like auditory sense and visual sense and form a dynamic and three-dimensional open learning environment, so that the children will break through the superficial layer of poetry to the experience layer of traditional culture. Take the poem, *Yuan Ri*, as an example. It is difficult for children to understand the poem in characters to some extent. However, the new media technology will restore the lively scenes that the ancients set off firecrackers, drink spiced sake and change the peach wood charms against evil in the Spring Festival by sound and pictures. The abstract words will be converted to detailed and sensory visual image and auditory image, and the virtual reality technology will even enable the children personally on the scene. Experiencing the scene by sense organs of children not only conforms to their cognitive rules, but also enables them to know the festival culture in a very natural way.

The new media will promote the conversion of children's way of thinking from image to abstract as well to achieve the deeper cognition for traditional culture. This can be interpreted from three stages of children's cognitive ability of word media. For the pre-literate children, abundant sound and dynamic pictures of new media and the visual interpretation for classical poetry will promote their brain development, so that they will be intimate with the traditional culture from childhood to complete the "occupation" of traditional culture in the consciousness during childhood. For the children in literacy, various pictorial means of new media allow them to connect the image and poetic language, so as to boost their mastering for word media and consolidate the understanding of traditional culture and the achievement of "occupying the position". For the children who have mastered the common characters in modern Chinese and general reading ability of word media, the new media will assist them in achieving the leap from the visual thinking depending on material objects to the abstract thinking relying on the letter symbols to enhance the thinking level of traditional culture.

## **2.3. New media able to achieve three-dimensional spread of multi-information for traditional culture learning**

The traditional media information is transmitted in one way. No matter whether the classical poetry is spread by any or multiple means among characters, pictures, sound and animation, the information can be only transmitted to children by media instead of being transmitted to the media by children. It is unable to know whether the children understand the significance of poetry and grasp the traditional culture information contained in the poetry. The traditional media provides an "one-way ticket" for information transmission to children, and the children are

unable to communicate with the media in two-way.

The new media is different. Through the modern information technology, the new media provides an information transmission stereo network of multi-directional communication for children. This can be explained from several layers of information transfer. Both parties involved in the first layer include the new media and all children using the new media. The new media pushes the traditional culture with the carrier of classical poetry equally to all children. The children will also feedback their mastering to the new media tools by various interactive interfaces and task completion. After comprehensive study, judgment and analysis of the information and data fed back by all children, the new media is able to constantly adjust its own produced contents and content production modes, so as to adapt to the physical and mental development level and the acceptance habit of children. The second layer is targeted for the new media and each child. Each classical poetry carrying the traditional culture has different contents and difficulties. The children at different ages and with different cognitive levels and hobbies have extreme variation in understanding and accepting these poetry, which is neglected by traditional media and the neat and uniform ancient poetry can only be provided for each user. However, the new media is able to accurately push the classical poetry and traditional culture suitable for personal development level to each child by analyzing the information and data fed back by each child. This is for each different child. In different development stages of each child, the new media is also able to push more difficult classical poetry based on the realistic improvement level of children's abilities to achieve the personalized push level by level and meet the demand to improve the level of children to study the traditional culture. The third layer is between people, including that between children, between child and teacher and between child and parent. The open space provided by new media will enable the teachers and parents to guide the traditional culture learning of children, and the children may communicate with each other about the traditional culture. In short, the multivariate information stereo interactive channel built by new media has broken the one-way barrier of traditional culture learning and will improve the study validity.

### 3. DIGITAL PATH OF CLASSICAL POETRY

The media theorist, Marshall McLuhan, has made a famous judgment before that "the contents of a movie are a novel, a script or an opera, and the form of movie is irrelevant to its programme contents", namely that some content can be represented by different medium forms. Different media technologies have various culture and ways of thinking carried. Therefore, different medium forms will have different influence on the acceptance by people, so that the

acceptance effect of people for contents will be influenced. The classical poetry manifested by the new media based on the Internet technology will definitely provide a new look for children to study the traditional culture.

#### 3.1. Design and development of children ancient poetry APPs

APP is the abbreviation of "Application" in English. It refers to the application program with certain particular function installed on the mobile intelligent device. Recently, with the growth of the Internet technology, the educational APPs have grown fast. However, the children ancient poetry study-based APPs fall behind the development of the times. As of January 2020, the Ministry of Education had totally filed 1,928 educational APPs in three batches successively, among which the APP, "Love Poetry" developed by Beijing Gaosi Bole Educational Technology Co., Ltd. is the ancient poetry study-based APP, and other APPs are centralized in foreign language learning, synchronous tutoring on campus, off-campus training and other sectors. It is visible that the development of children ancient poetry study-based APPs has not been valued obviously from quantity. From the content production, this content production accommodates the situated learning theory, represents the poetry scenarios from animation and sound again, visually displays the learning contents and enables the children to feel the poetry in a beneficial way. However, it is obviously insufficient to build the "experience". On the one hand, the audio and visual images and the sound are defective, and on the other hand, the social contact mechanism is inadequate. This APP is shown in animation completely. However, there is a certain gap between image and poetry that the image is hard to express the "meanings". In the sound design, this APP relatively focuses on the design of background music but ignores the sound contained in the poetry itself, such as chirping in poems and the sound of wind in nature. In the establishment of social contact mechanism, this APP lacks the interaction between children and among children and leader. Therefore, even though the competitive mechanism is not available, the children are still the closed individuals in the space of web-based learning. In case of the study short of communication and competition, the children are easily tired to lose the learning interest.

Besides, this APP is also lack of personalized and accurate services. The learning contents for all children are neat and uniform. Children cannot select the keen poetry upon their interest, and APP will not push the contents upon their hobbies. There is no feedback on the learning effect, and the contents cannot be pushed towards the weaknesses of individuals to study the children poetry.

Based on above analysis, we shall strengthen the development of the children ancient poetry study-based APPs, which cultivates the individual humanistic spirit of children from a smaller aspect and inherits the traditional Chinese culture from a larger aspect. In content production, we shall pay attention to the situational learning and

personalized services, introduce the social interaction mechanism and evaluation mechanism. The interaction mechanism includes the interactions between child and interface, between children and between child and leader.

### **3.2. Establishment of APP-based new media matrix**

The Internet technology nowadays has created the ocean of information. It is hard to arouse waves in the ocean of information by depending on an individual new media platform to study the children classical poetry. Thus, we shall concentrate on the APP and build the new media matrix for digital marketing. Many products about children are successful cases for us. For example, the children's literature with sound, "KAI SHU STORY", has been set up the new media marketing matrix including such platforms as APP, WeChat, Weibo and Tik Tok. 61.38 million users have installed this APP, and Weibo and Tik Tok respectively have 840,000 and 629,000 followers. Multi-platform development has attracted the flow.

Such successful experience should be used for reference for the digital products of children classical poetry study to build the APP-based new media matrix. It is possible to cast the net wider to seek for possible objectives users among the children's parents and teachers. It is also possible to build diversified product contents based on different contents and styles of various platforms, and diversify the learning of children classical poetry, so as to attract more followers and flow.

### **3.3. VR technology application**

VR technology, namely virtual reality technology, is now more and more applied in games, films and television, and it is introduced in education step by step by the domestic and foreign researchers at present. VR technology is immersive, imaginative and interactive. It is suitable for the learning features of children and for the children to study the classical poetry, and will minimize the gap between the children and the distant life and thought represented by classical poetry. VR technology will enable the children to be immersed in the simulated real environment by multiple sense organs like visual sense, auditory sense and tactile sense, and even to interact with surroundings to generate the sensory perception as the real world. Such virtual world is identical to the real world nearly, which has strong experience, and it will effectively make up the poetry understanding barrier caused by insufficient experience and knowledge of children and assist the children in entering the cultural experience layer of poetry. It is expected that VR technology can be applied to children's classical poetry learning in the near future.

## **4.CONCLUSION**

Nowadays, with the great change of information spreading mode, the new media will be integrated into all aspects of children's growth faster and faster, for which we cannot stop and avoid but positively face and produce the new media contents beneficial to the sound development of children. With the help of new media cluster and new technologies and under the context of cultural confidence, the combination of new media and classical poetry will certainly create a new situation for traditional culture learning.

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