

# Research on the Construction of Regional Cultural Communication Paths in the Media Convergence Era

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## ABSTRACT

The cultural communication thinking and mode are revolutionized in the Media Convergence Era. The communication of regional culture as a representative of the cultural diversity of the Chinese nation is of great significance. The paper is aimed to analyze the role of the transformation of the Media Convergence Era in the regional cultural communication, starting from the modern communication value of regional culture. It is proposed to adopt some ways for the regional cultural communication in the Media Convergence Era. For example, strengthen the top-level design, select the excellent regional cultural content, create the multi-level and all-round regional cultural communication system, improve the quality of regional cultural products and make use of local colleges and universities. It is hoped to provide some helpful reference for the construction research on the regional cultural communication path in the Media Convergence Era.

**Keywords:** *Integrating media, regional culture, modern value and communication strategy*

## 1. INTRODUCTION

In the process of continuous development, blending and collision of culture, it promotes the formation of regional culture, which can effectively improve the regional image. Besides, it is a display of regional spirit, which also plays an important role in promoting regional economic development. As for the dissemination of regional culture, it is the focus of the development of socialist culture, which can effectively show the soft power of national culture. With the arrival of the media convergence era, it not only broadens the communication channels of regional culture, but also enriches the connotation of regional culture. Thus, how to build a new path of regional cultural communication is an urgent problem for us to solve in the media convergence era.

## 2. MODERN COMMUNICATION VALUE OF REGIONAL CULTURE

Regional culture is a collection of culture in a certain region as well as a kind of culture with regional characteristics resulting from the accumulation of history. The display of the regional cultural communication power of a region is directly related to the improvement of urban images and core competitiveness.

### ***2.1. The development of regional culture is a manifestation of the diversity of the Chinese national culture***

Regional culture is endowed with distinct regional characteristics. However, it is precisely because of such distinct regional characteristics that the Chinese national culture is diversified. The promotion and development of the excellent regional culture play a great positive role in the heritage of the Chinese diversified and excellent culture.

### ***2.2. The communication of regional culture is conducive to the improvement of people's cultural confidence***

It was pointed out by General Secretary Xi Jinping that the cultural soft power was the key to the national comprehensive strength related to the cohesion of national spirit. It was proposed to strengthen theoretical confidence, road confidence, institutional confidence and cultural confidence, among which cultural confidence was the most fundamental. The construction and communication of regional culture is helpful to the change of the way of thinking of local residents as well as the improvement of people's understanding and identification of regional culture and even Chinese culture. When regional culture is always around us, it will improve our national cultural confidence unconsciously.

### ***2.3. Positive role of the construction on regional culture in the development of regional economy***

Regional culture is a kind of soft power. It plays an important role in coordinating and complementing the local economic and social development. It is conducive to giving full play to the overall strength of local economy. It is a kind of cultural heritage with regional cultural characteristics recognized by people. It can promote the development of regional economy, stimulate various new vitality and create a social environment, condition and atmosphere suitable for the regional economic development.

## **3. THE INFLUENCE OF MEDIA CONVERGENCE ERA ON REGIONAL CULTURAL COMMUNICATION**

With the development of media convergence era, it makes all kinds of media carriers not only have common characteristics, but also include other kinds of complementary characteristics, so as to comprehensively use various forms of communication by integrating resources in human resources, publicity and other aspects. In this way, it can promote the transmission and inheritance of the regional culture with a faster speed in a larger scope.

### ***3.1. The extension of communication channels***

When it comes to media convergence, it is the cross integration of different types of media. Audio-visual content based on PC and mobile screen carrier gradually chimes the information release mode and characteristics of television, radio and paper media due to the rise and maturity of Internet technology. In addition, it gradually increases the proportion of the emerging media channels for regional cultural communication, which changes the current situation of regional cultural communication only by traditional media. The information dissemination at present not only has the authority of the mainstream media, but also the timeliness of the Internet. At the same time, the simultaneous transmission of various media enriches the way people receive information, which is also more suitable for people's life style.

### ***3.2. The expansion of the audience***

Media convergence is the integration of audience groups. Firstly, the audience is also slowly integrating in the concept and way of information reception due to the integration of communication channels in the era of media convergence. The boundaries between the types of audience groups are becoming more blurred, so you will also passively receive some content that you are not very

interested before the massive information of the Internet though don't like the field to a certain extent, which undoubtedly expands the audience of regional culture in the process of communication. Secondly, the change of content expression mode complies with people's habit of obtaining information. In the era of media convergence, it can be seen that the information transmission is fragmented, autonomous and diversified, which thus is more in line with the living habits of modern people. When it comes the cultural communication in the era of media convergence, it just uses this way to let the audience choose information to read at any time and anywhere. Finally, it is the precise delivery of big data, which can improve the audience's stickiness, which can calculate the characteristics of each user through a series of traces left on the Internet, such as the audience's viewing habits, love degree and so on. In the dissemination of regional culture, it can take advantage of this feature to push content with purpose, so as to attract loyal users.

### ***3.3. The change of the cultural content expression ways***

Media convergence is the integration of content expression. The acquisition, arrangement, expression and transmission of communication content in the era of television, paper media and broadcasting are completed by professionals, while non-professional people can not get involved in this process. Thus, it can be seen that the barriers between professionals and non professionals are very obvious, which exists a huge gap. However, the acquisition, arrangement, expression and transmission of media content are transferred to the general public to a great extent in the era of media convergence. At the same time, everyone is the creator in the era of media convergence. Meanwhile, the generation of this phenomenon leads to the non-professional expression of content, which is also one of the disadvantages in the process of regional cultural communication in the era of media convergence.

### ***3.4. The updating of communication thinking***

Media convergence is the integration of audience groups, which is also the integration of content expression and content creation. Thus, it is necessary for us to form a way of thinking to spread regional culture by taking advantage of Internet thinking, as well as build a platform for interaction, experience and sharing between culture and audience. Through the media convergence platform, the audience receives information, and the information is transmitted through the audience. Based on this, there are no barriers for information exchange between the information producers, publishers and the audience, thus forming the seamless integration of both sides. It is easy to find that there is barrage on many video websites, so we can enhance the interaction with the audience in this way, or guide the audience to become the secondary

disseminator of information through the barrage. In this way, it can let the audience actively participate in the discussion of regional culture, even in the production of regional cultural information. In particular, youth groups become the main creators in the context of media convergence, which should pay more attention to the strength of youth groups. By means of encouraging educational communication, it takes the way of "leading cultural heritage with the power of youth" to reshape culture, and encourage them to participate in the dissemination of regional culture, so as to better stimulate the cultural identity of youth groups.

## **4. HOW TO BUILD THE CULTURAL COMMUNICATION PATHS IN THE MEDIA CONVERGENCE ERA**

### ***4.1. To strengthen the top-level design***

Since the top-level design is the basis of regional culture communication, it is necessary to establish a mechanism of coordination and cooperation. According to the Guiding Opinions on Further Strengthening and Improving the Work of Chinese Culture Going global and The Opinions on Implementing the Project of Inheriting and Developing Chinese Excellent Traditional Culture, it should sort out the system, create brands, integrate cultural communication resources around the national cultural development strategic needs by using world view. Besides, it should gather the strength of all walks of life to form the maximum force, which should also give full play to the enthusiasm and initiative of each department and personnel, so as to jointly promote the spread of regional culture.

Firstly, the government has the necessity to establish and improve the policy system of regional culture going global. Besides, it should combine with the actual situation under the guidance of Xi Jinping's traditional cultural concept to strengthen the formulation and implementation of government supporting policies at all levels, enhance the support of all levels of finance, and coordinate the integration of funds, so as to provide strong policy support for the spread of regional culture. Secondly, it is necessary to establish effective information sharing and work coordination mechanism among government units at all levels, give full play to the strength of industry associations, enterprises, scientific research institutions and universities, deepen industry university research cooperation, as well as encourage the extensive participation of all walks of life and groups from all walks of life, so as to accelerate the pace of promoting regional cultural communication. Finally, what the government should do is to actively build a cultural exchange platform at home and abroad, support cultural industry cooperation and exchange, develop and innovate cultural industry, promote cultural exchange and foreign cultural trade, as

well as provide excellent cultural products and services for regional cultural communication.

### ***4.2. To choose excellent regional culture for dissemination***

There is no doubt that regional cultural communication is the focus of the development of socialist culture. Through regional culture, it can effectively show the soft power of national culture, which is formed in the process of continuous development, blending and collision of culture. What's more, it can effectively enhance the regional image, which is the display of regional spirit and plays an important role in promoting regional economic development. Although the excavation and dissemination of regional culture is emphasized in our country, it has not fundamentally solved the problems of homogenization and hollowing, which leads to the convergence of cultural industries in various regions.

If the development of cultural industry blindly caters to the mass market, it will lead to the excessive pursuit of economic value in regional cultural communication, in which the wanton spread of coarse, vulgar and exaggerated culture causes the loss of the display stage for excellent regional culture and the loss of the guiding function of cultural value. Therefore, it is necessary to screen out the excellent regional culture and conduct targeted communication, so as to create the brand culture and unique characteristics of the city.

### ***4.3. To create a multi-level and all-round regional cultural communication system***

The development of regional culture in the future will certainly experience comprehensive and integrated communication, which is also an innovative way of regional cultural communication. In the media convergence era, it should build a multi-level and all-round regional cultural communication system in cities. First of all, there should be different forms, contents and media for communication in terms of the audience of different ages and occupations. Everyone's lifestyle is not the same according to their own age, occupation, hobbies, environment and other factors, in which some people like to read newspapers, some people like to use mobile phones, some people like to get news through text, and some people like to get news through video. Meanwhile, we need to carry out three-dimensional and all-round information transmission in the dissemination of regional culture. In other words, it is a mode of encouraging everyone to participate in communication. In terms of regional culture, it is the precipitation of urban history, which is closely related to everyone living in the city. Thus, it is important to arouse the audience's cultural confidence and cultural identity for regional culture, and let everyone participate in the dissemination of regional culture. For example, information is recommended to middle-aged and

elderly people and young people respectively through traditional media like TV and newspaper as well as texts and pictures and through mobile apps and websites as well as videos. So we are required to choose media according to user habits for the regional cultural communication.

In addition, it is necessary to develop the We Media industry vigorously and encourage the mode that everyone gets involved in communication. As a result of the accumulation of urban history, regional culture is closely related to every urban resident. We should arouse the audience's cultural confidence and identity for regional culture and make everyone participate in the regional cultural communication. The importance of the construction research on the public discourse right in the We Media Era is highlighted to a higher degree in the improvement of interaction between the audience and communicators in the We Media Era. On the one hand, it is necessary to improve the creative awareness of everyone. Everyone should create some unique cultural products according to its own characteristics and media methods. On the other hand, the quality of products needs to be ensured. We fail to guarantee that our We Media product quality is the same as that of professionals. However, there are some standards for several basic issues such as political position, the position of cultural communication and the guidance of public opinions.

#### ***4.4. Improvement of the quality of regional cultural products***

The advent of the Media Convergence Era allows everyone to get involved in cultural communication, which inevitably leads to the poor quality of content. However, it is necessary to give priority to content whenever. We must ensure the quality of cultural products.

Firstly, regional culture is showed through digital media. The Media Convergence digital technology plays a great role in the reproduction of regional culture. Big data can be adopted to integrate and reproduce regional culture in a digital way and explore the potential information about culture as well as its inheritance and development through large-scale data statistics. The integration and innovation of Virtual Reality (VR) and regional culture are conducive to historical reproduction as well as the improvement of the reality of Virtual Reality. This kind of digital reconstruction way of content can be adopted to upgrade content and service by making full use of new technology so as to bring users a better experience. It is aimed to show regional culture through modern technology on a broader digital stage so that more audience can appreciate it. Only in this way, can more vitality be injected into regional culture.

Secondly, the regional cultural communication is promoted by means of fragmentation. In the past, cultural communication was mainly based on the large-scale and long-term systematic communication. However, the audience have less time to access to information due to the pressure of work and life now. In terms of the

communication of the Media Convergence Era, the long-term regional cultural information can be decomposed into information fragments through mobile apps, Microblog, WeChat and other Media Convergence platforms so as to promote regional cultural communication in some novel forms. For example, Tiktok is full of videos within the duration of no more than one minute. In this way, the user group specializing in regional cultural promotion can be established and cultural communication can be promoted in a relatively interesting way on the Internet so as to achieve better results.

Finally, humanistic care is reflected in regional cultural products. In the final analysis, the audience is taken as the target of regional cultural communication. As a result, it is necessary for journalists to carry out creation from the perspective of the audience. Promote the regional cultural communication with the humanistic care idea according to the deep spiritual need of modern audience. For example, it is possible to show the spiritual connotation of regional culture through people or make promotion films according to some folk stories.

#### ***4.5. Strengthening the regional cultural communication in local universities and colleges***

Local colleges and universities are important research and communication carriers in the regional cultural construction. There are corresponding scientific research environment and educational resource to interpret regional culture scientifically and reasonably from the perspectives of history and reality so as to show regional culture according to modern social values. Moreover, Media Convergence is helpful to the regional cultural communication, but big data, cloud computing and Internet of things are still leading. There are even scarcer talents with relevant technology. These problems exist in the regional cultural communication. They can be solved through talent cultivation in local colleges and universities. First of all, colleges and universities are closely related to each other. They can be enriched through mutual resource integration and study. The integration among universities and colleges is freer than that among cities. So it is possible to serve the dissemination of regional culture better by making use of the integrated resource among colleges and universities. In addition, some professional courses related to Media Convergence can be set up in colleges and universities. It can provide or cultivate talents for the regional cultural communication.

## **5. CONCLUSION**

Regional culture is an important spiritual support for a nation as well as an important source of the national cultural identity. The idea and technology of the Media Convergence Era lead to the change of cultural communication methods. In consideration of the new

characteristics of traditional culture communication in the Media Convergence Era, our journalists should grasp opportunities, cater to the development of the society, improve our professionalism gradually, seek communication paths of regional culture and realize the great "China Dream".

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