



How We Media should Promote the Development of Traditional Culture-Taking the 24 Solar Terms as an Example

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Abstract. Nowadays, China, due to the increasing reform and opening up, attracts a large number of western cultures and suddenly comes into contact with many new foreign things. The original concept of so-called traditional culture is slowly diluted in this process. Excellent traditional culture, as the source of the Chinese nation's spirituality, cannot be forgotten at any time or place. However, in recent years, because of people's fast pace of life, almost no one has been willing to contact those "time-consuming and laborious" social traditional cultures, so the development of traditional culture in recent years is not good. Then, in the era of new media, how to use new media to promote the development of traditional culture has become an important issue. This paper uses quantitative methods and takes the 24 solar terms as an example to explore. It is concluded that the revival and inheritance of excellent traditional culture should be actively integrated into The Times, and use the we-media platform to promote the traditional mass culture to the public, so that more people can understand the traditional culture, and give the traditional culture stronger vitality and competitiveness.

Keywords: We Media, Traditional Culture, Development, 24 Solar Terms

1 Introduction

Culture is the blood of a country and a nation, and it is the spiritual home of the people. The fine traditional culture of the Chinese nation is not only the spiritual pillar of our country's survival and development, but also the cultural fertile soil where socialism with Chinese characteristics is rooted [1]. It has great communication significance. Without the fine traditional Chinese culture, there would be no great rejuvenation of the Chinese nation. Inheriting the fine traditional Chinese culture is an important part of improving China's comprehensive national strength. But at present, the traditional culture has been greatly impacted. With the development of globalization, some thoughts and cultures of western countries have been introduced into China. In the face of new things, we ignore Chinese traditional culture. Today is the era of new media development. In this era of big data development and the Internet, many people only

enjoy the convenience brought by the Internet to their lives, but they forget the traditional culture. It makes Chinese traditional culture face great challenges. So how to use we-media and the Internet to spread traditional culture has become an important topic now. The 24 solar terms are the crystallization of the wisdom of the ancient Chinese people and an important intangible cultural heritage of China. Therefore, inheriting and protecting them is the sacred mission of every generation of Chinese people. In the process of inheriting and protecting the 24 solar terms in the past, the predecessors have made great efforts, made various beneficial attempts and explorations, and achieved good results. In order to better protect and inherit the 24 solar terms and make them glow with new luster in the new era, this paper plans to sort out the current inheritance and protection methods, in order to provide reference experience for the future inheritance and protection of the 24 solar terms. Summarizing some opinions and strategies, the following part will be how to use we media to promote the development of traditional culture.

2 Introduction to the 24 solar terms

People make careful observations of seasonal changes, and they make use of the relationship between the sun and the moon at the beginning of the month, and the natural phenomena of the weather and the growth of animals and plants. The 24 solar terms are the laws summed up by the working people in ancient China that reflect the operation cycle of the sun. In ancient times, the ancient people carried out agricultural activities through the 24 solar terms. As early as more than 2,000 years ago, the stories of the Three Emperors and Five Emperors contained the prototype of the 24 solar terms. According to legend, Fuxi, the head of the three emperors, watched the celestial images, listened to the eight winds, drew the Eight Diagrams and made the lunar calendar, and took the "Winter Solstice" as the "first year" [2].

The 24 solar terms are not only the traditional calendar to guide agriculture, but also the crystallization of the agricultural civilization of the Chinese nation, containing rich folk culture connotations. On the one hand, it is reflected in people's grasp of the harvest time of cultivation. On the other hand, they have a profound impact on traditional culture: poems, songs, folk proverbs, and so on all have solar terms shuttling among them. The 24 solar terms are written into the Chinese gene with warm clicks, leaving deep marks in the blood of every Chinese person [3].

3 Current status and problems of new media communication and promotion of the 24 solar terms

3.1 Protection measures for the 24 solar terms

On May 20, 2006, the "24 Solar Terms of the Lunar Calendar", declared by the Chinese Agricultural Museum, was approved by the State Council, and successfully included in the "first batch of National Intangible Cultural Heritage List". The State Council also clearly pointed out that "education departments should incorporate the teaching plans

of excellent cultural heritage content and cultural heritage protection knowledge into teaching materials, organize visits and learning activities, and stimulate the enthusiasm of young people to love the excellent traditional culture of the motherland [4]". The 24 solar terms related content into the kindergarten, primary and secondary school education courses, such as primary school Chinese textbook "Solar Terms Song", "Xinhua Dictionary "appendix" 24 Solar Terms table ", high school geography class in the 24 solar terms are compulsory knowledge points.

3.2 Improvement of the learning place

The Dengfeng Ancient Observatory in Henan province, one of the oldest existing astrosurveying buildings in China, is still telling the story of the 24 solar terms. Every year, primary and middle school students will be organized to conduct outdoor field teaching from time to time to learn and master the methods of using stargazing stations to measure daily shadow and measure solar terms. There is also an ancient observatory in Taosi City, Xiangfen County, Shanxi Province, formed at the end of the primitive society in 2100 BC.

3.3 Art creation

There are many 24 solar terms series illustrations, paintings, ancient paintings, seal cutting works, works of calligraphy, literary works, postal products, etc., and on this basis, held painting and calligraphy exhibitions, art exhibitions, and art performances, such as the Beijing Modern dance troupe "Twelve Flowers of the 24 Solar Terms of Flowers", with the 24 solar terms as the creativity, and combined with the characteristics of the southern Guangdong lion drum and traditional calligraphy art creation of the 24 festival of Ling drums. These artistic creations spread and carry forward the 24 solar terms in the form of art, which has a positive significance to the inheritance and protection of the 24 solar terms culture. China CCTV program broadcast "24 Solar Terms", letting people know more about the 24 solar terms. Beijing TV plans and shoots "24 Solar Terms Micro Record Short Film", and New Oriental Cooking creates "24 Solar Terms on a Bite of the tongue" to introduce the food suitable for different solar terms in the season. The Chinese Museum of Agriculture shot "24 Solar Terms", which is broadcast in the three-act cinemas of the museum all year round.

4 Communication strategy of traditional culture

Considering all the above, these protection methods play positive roles in the protection and inheritance of the 24 solar terms, and the rational development and utilization of cultural resources. They also arouse the cultural consciousness and cultural awareness of the 24 solar terms in the whole society, and have achieved good results. At present, for the protection of intangible cultural heritage, more and more scholars believe that the intangible cultural heritage can be truly protected and revitalized only by integrating people's modern life and forming a survival and development mechanism that

adapts to contemporary society [5]. For the protection of intangible cultural heritage, it is necessary to promote the transformation of traditional culture to modernity within its own cultural ecosystem [6].

4.1 Participation of more people

In modern society, how can we further carry forward the traditional Chinese culture? One of the most important points is to let traditional culture "fly into ordinary people's homes" and let traditional culture into the public view. Instead of just staying in centers and museums. The traditional culture should not only be concerned by a small number of people, but also enter the public life and become a real "public figure", but also in the new era. The classic texts of traditional culture are accurately refined and extracted, and the essence of traditional culture is rooted in the heart and implemented into action. Through the continuous recognition of the excellent traditional Chinese culture, the unity of knowledge and action is an important basis for our firm cultural confidence.

"The unique concept, wisdom, bearing and charm of Chinese culture have added to the deep confidence and pride of the Chinese people and the Chinese nation. "The TV programs, such as National Treasure, Readers, Chinese Poetry Conference, Chinese Opera Conference and Chinese Folk Song Conference, organically combine excellent traditional culture with TV media, affecting a large number of audiences. TV programs are committed to exploring the profound humanistic implications and cultural character, seeking the source of living water from the people, matching with social hot spots, integrating with the audience's emotions, telling Chinese stories, promoting Chinese spirit and spreading Chinese culture. The "Chinese Poetry Conference" of CCTV presents the poetry culture in the form of a novel TV stage, further arousing the enthusiasm of poetry in the whole society. The cultural heritage program represented by the Chinese Poetry Conference organically combines poetry with media, culture and technology, explores a road of cultural performance, cultural education, cultural inheritance and cultural innovation for reference, and is a beneficial demonstration of "creative transformation and innovative development" of traditional culture. The prosperity of the Chinese Poetry Conference is exactly what the people want and need. So how should we learn from this way to better inherit the traditional culture? On the one hand, more people should be allowed to join in the publicity of traditional culture, and new media such as the Internet should be used to strengthen the publicity, so that more people can discover and understand the traditional culture. Let more people love traditional culture, consciously and actively join in the team to protect and inherit traditional culture, and in daily life, the unconscious inheritance of traditional culture rises to conscious inheritance. Turn our traditional culture into cultural confidence. On the other hand, the spread of traditional culture keeps pace with the time, makes bold innovation, understands the market demand, catches the attention of young people, and injects more fresh blood and vitality into the inheritance of traditional culture. As Comrade Xi Jinping said, "The fine traditional Chinese culture is our deepest cultural soft power and a fertile cultural soil where socialism with Chinese characteristics is rooted." In the current economic globalization, deepening the integration of excellent

traditional Chinese culture and innovation is worth further exploration by the literary and art circles.

4.2 Making the traditional culture more "fashionable"

In recent years, traditional culture is coming to us in a new way. As General Secretary Xi Jinping has pointed out, "We should inherit and carry forward the excellent Chinese culture and the Chinese aesthetic spirit in light of the conditions of the new era." Changing the orientation and appearance of traditional culture may be the most important step. In many people's impressions, the carriers of traditional culture, such as museums and intangible cultural heritage, are mostly "high above", keeping a safe distance from visitors. In the Internet era, the most important point is to change the positioning and appearance of traditional culture so that we can shorten or even eliminate the distance with these cultural elements, integrate them into the public's network life, and find their own place in the young ecology.

How do the 24 solar terms become more stylish? With the arrival of the opening ceremony of the Beijing Winter Olympics, the countdown to the Olympic Games has given us a good example, and a unique Chinese characteristics of the countdown link first came into view. Unlike the past, the countdown uses the traditional 24 solar terms. Traditional Chinese solar terms come into view, and the pace of the opening ceremony is approaching. With the rotation of the solar terms, the global audience passes through the four seasons in just three minutes. Below each solar term, there is a poem describing the solar term. Those popular ancient poems through a century of time and space, and we meet together, celebrate the Olympic spirit in the spread of China.[7] As the image of the countdown continues to change, the beauty of China and the pictures of the Olympic athletes complement each other, deeply attracting the attention of people around the world and also showing the excellent culture of the 24 solar terms to the whole world. For the re-creation of traditional culture, the content close to real life and the communication mode of the Internet, which young people prefer, make traditional culture more popular.

China is a country of delicious food. Without fireworks, life is a lonely journey. As early as the ancient Huangdi Neijing, China put forward the life principles of guiding people to adapt to the changes of seasons and solar terms. The 24 solar terms are the solar terms for production and sowing formulated according to the season, so the 24 solar terms are combined with food and dishes [8]. Make a healthy and delicious meal. The combination of the 24 solar terms and food not only makes people eat healthy, but also makes people understand the traditional culture of the 24 solar terms. It can also combine the layout of tableware and venues with the 24 solar terms, and use short Internet videos to ensure that the 24 solar terms are known to more people. Based on traditional culture, people should inject modern innovative thinking, follow the principle of "following the Times", promote the traditional culture to the public throughout the year, and promote China's excellent traditional culture and world intangible cultural heritage to the world [9].

At the same time, the clothing fabric should also be combined with the solar terms, such as Grain Fall that is the eighth solar term of the 24 solar terms and the second solar

term of summer. Grain Fall means that the hot summer is officially coming. In this season, the temperature is rising, the heat and heat will come, and there will be the climate characteristics of regional rainfall and heavy rainfall, so people should also pay attention to the clothing and daily life. Inspired by the traditional Chinese 24 solar terms, the designers perfectly integrate the traditional solar term culture with the contemporary fashion spirit, which can not only explain the infinite charm of Oriental aesthetics, but also set off the China-fashion fashion heat wave again. To promote the reuse, utilization, protection and inheritance of China's intangible cultural heritage with creative design, and further gather the determination of domestic cultural institutions, cultural platforms and industry leading enterprises to actively join in the inheritance and innovation of Chinese traditional culture and jointly revitalize China's excellent traditional way of life [10].

4.3 Combining the traditional culture with modern culture

Inheriting traditional culture should not stick to the rules. In the era of rapid development, traditional culture should be parallel with The Times. Perfect integration with the modern way of life, can last forever, out of our small world, to embrace a bigger world, let more people understand our traditional culture is the traditional culture is more carried forward. More platforms to carry out some exchange activities, in more interested students to participate in our traditional culture exchange exhibition, you can lead the students to visit more bases with a long culture. We can use the "Internet + culture" way to perform, exhibition... in recent years, we can see more and more lifelike restoration on the stage, the beauty of traditional culture and the beauty of science and technology combined, short video live broadcasting platform has advantages in technology and interaction. No matter the location, as long as there is the Internet and an interest in seeking knowledge, it can break the restrictions and let more people understand our traditional culture. Let our traditional culture, go out to the small world, embrace the big world.

5 Conclusion

This paper studies how we media should promote the development of traditional culture mainly taking the 24 solar terms as an example. The following conclusions are drawn: participation of more people; making the traditional culture more "fashionable"; combining the traditional culture with modern culture. In other words, for the dissemination of the traditional culture in today's new media, people should bring the traditional culture into the public view, rather than just stay in the cultural centers and museums. With the evolution of traditional culture and technology, the development of the trend of social thought and the reform of civilization form, the soil on which the growth of traditional culture has undergone profound changes. People should let the traditional culture not only shine in our "small world", but also go to the "big world". We should focus on ourselves, embrace inclusiveness, and focus on the creative transformation and innovative development of the fine traditional Chinese culture with

an independent and open attitude. Make full use of the current network tools, stimulate the innovation consciousness and thinking vitality, and further establish the dominant position of Chinese excellent traditional culture in the dialogue and comparison. Let the traditional culture be based on life, facing the public and the society, make it more in line with the way of thinking, emotion and aesthetic style generally accepted by the public in contemporary Chinese society, and form a rich, lively, positive and inclusive discourse system. Let the traditional culture touch the net and the new. However, there are some pure theoretical content that has not yet been practiced in this research, and in the future, we can further study how to better combine new media with traditional culture in the direction.

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