

Research On The Influence Of New Media Platform On Cultural Communication And Value Shaping

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Abstract: With the rapid development of science and technology as well as the continuous innovation of technology, the form of media has also changed. The emergence of new media is enormous in the extent which has expanded the scope of cultural communication and promoted the development of cultural industry. Innovative ways of cultural communication play an important role in cultural communication. The new media can give full play to the positive role of new media in the promotion of cultural communication to explore the effective application of new media in cultural communication. The emergence of new media and self media has accelerated the spread of information and expanded the influence of information. On this basis, various media forms are integrated into one system. It has formed a new type of media integration with the advantages of various media forms. It brings the further promotion of media value. In this paper, it analyzes the influence of culture communication, and then puts forward some suggestions to enhance the positive influence of culture communication of the fusion media. It aims to provide some suggestions for culture communication for better development channels.

1. Background

In the era of media integration, great changes have taken place in the way of information dissemination. The media integration takes advantage of the traditional media and the media form based on the Internet and mutual integration. From the function, there are other aspects of comprehensive integration to achieve the interaction of resources and content compatibility. Broadcasting provides a good channel and platform. It plays an important role in promoting the value of cultural communication. In the era of new media, there are more and more new ways of cultural communication. The new media gradually replaces the traditional media form, which plays an important role in cultural communication carrier. With the new media popularized, culture can be spread efficiently through new media. The development of effective cultural communication path focuses on current social attention. On the premise of clarifying the impact of new media on cultural communication, we can explore strategies to improve the positive impact of new media on cultural communication.

2. The Influence Of New Media On Cultural Communication

2.1 Improve Cultural Communication

The influence of new media on cultural communication is mainly reflected in the improvement of cultural communication power. Compared with the traditional media, new media has emerged advantage. The popularity of the Internet and mobile terminals makes them the basic conditions to improve the cultural communication ability in people's lives, which realizes the cultural communication during the improvement of broadcast speed and quality. In cultural communication, the effect of communication is easily influenced by the mode and scale of communication, while in the new media, the large scale of communication channels increases the possibility of people's contact with culture which shows the dimensionality of culture. There are better understands in the cultural value and connotation. With the help of new media, it can also improve cultural influence

which makes culture become the norm of people's behavior in order to guide people to establish the main content of values.

2.2 Expand cultural communication channels

The expansion of communication channels is the main embodiment of new media to increase cultural communication power. The use of new media has increased the path of cultural communication and highlighted in audience's main position in cultural reception and communication. Compared with new media and traditional media, new media keeps the communication form of traditional media culture, at the same time, other forms of communication have been developed to make it play an important role in cultural communication. In this case, cultural communication is not based on oral communication. After the combination of cultural communication and economic construction, the new media cultural communication channel focuses on the promotion of cultural concepts. Under the role of new media, it not only realizes the diversification of communication path, but also strengthens the innovation of cultural communication ideas, and promotes the development of new culture. The idea of simultaneous interpreting has become a reality. It can expand the scope of cultural communication and meet the cultural demands of different communication subjects.

2.3 Integrate cultural communication system

The development of new media has a far-reaching impact on cultural communication. With the integration of new media and cultural communication, it has realized the excellence of cultural communication system integration. It not only changed the traditional communication platform, but also expanded the communication channels. Traditional cultural communication forms include oral transmission and written records. Till modern times, the development of science and technology has catalysed a variety of new communication media as well as combining them with traditional media in order to become modern communication media. In new era, the expansion of cultural communication channels is bound to enhance cultural communication. In this period, under the influence of TV communication, the Chinese culture is gradually introduced into China, which has a great impact on the cultural consciousness of the masses. The application of new media in cultural industry forms a new type. Our cultural communication system not only promotes the development of newspapers, magazines, radio and television towards informatization and digitalization, but also develops wechat ect. Under the condition of organic integration of various channels, new media communication forms such as Bo establish a visual, two-way communication system to break the literature, all the types of media is to improve the cultural communication power. The regional restriction in the cultural communication should be changed.

2.4 New media provides the possibility for the directional spread of culture

Traditional media can not realize the directional communication of culture, which is the main reason to reduce its cultural communication power. At the same time, cultural communication is lack of directionality which will waste of resources. New media which based on big data can recommend personalized information services and cultural products. In this case, the scope of cultural communication is compressed whose accuracy of cultural communication is improved. It can better reflect the cultural communication of new media. Broadcast function give full play to the positive influence of new media on the improvement of cultural communication quality. For example, the application of big data technology in network system can collect and organize the personal information of users who understand the characteristics of users' interests according to the data. It can carry out the screening and dissemination of cultural information to improve users' understanding of the text.

The acceptance of information completes cultural communication which reflect the advantages of new media communication. From this, we can see that new media is spreading in culture. The field of broadcasting has a good development prospect. By mining the cultural communication function of new media, the ability of cultural communication can be further improved.

3. Suggestions on improving the influence of new media cultural communication work

In the case of clarifying the impact of new media on cultural communication, it is necessary to take corresponding measures to enhance cultural communication and fully integrate new media. In the process of cultural communication, we should ensure that advanced cultural concepts are understood and accepted by users in time, which can establish a standardized society through the leading role of culture order. The following will specifically analyze the countermeasures to improve the influence of new media culture communication which aims to establish an effective new media from multiple perspectives of effective path system of Physical Culture Communication.

3.1 Promote the intelligent development of new media

Under the background of the continuous progress of science and technology, people's ideas and needs change accordingly. In the social development, in order to improve the cultural communication of new media, we should promote the intelligent development of new media, further highlight the cultural communication advantages of new media, it promotes the communication path of new media. The innovative development of the path starts from the development trend of the times to explore an effective path of cultural communication. In order to achieve this goal, we should adhere to the scientific outlook on development that constantly learn new knowledge and introduce advanced technology into new media

3.2 Innovation of new media culture production mode and improvement of communication efficiency

In the development of cultural industry, it is very important to form a closely connected industrial chain and build a good communication ecology. It provides new opportunities for the development of cultural industry and puts forward new ideas for the production of cultural industry. In order to realize the full integration of new media and cultural communication, we should make full use of the power of science and technology and strengthen the construction of cultural industry chain which is based on new media, so as to make the effective benefits of new media in cultural communication. We should gradually increase the application proportion of new media in cultural communication by providing conditions.

3.3 Promote correct value building and leap forward development of cultural industry

In order to enhance the positive impact of new media on the improvement of cultural communication, it is necessary to provide cultural industry support and explore cultural communication in effective integration of new media . Culture is an abstract concept. New media has become one of the main ways of cultural communication because of its cultural transmission. The unique advantages of broadcasting and sharing can accelerate the speed of cultural communication. New media can promote the quality and efficiency of cultural communication. We need to continue to expand the cultural communication advantages of new media, and highlight the importance of new media in cultural communication through the development of cultural industry

Conclusion

In a word, with the development of Internet and related technologies, media forms are also more diversified, which are combined with traditional media forms. The media has a direct impact on cultural communication, which not only broadens the channels of cultural communication, but also enriches the connotation of culture. Therefore, it is necessary to strengthen the cultural attributes which can improve the adaptability of culture, and strengthen the research of related technologies in the process of cultural communication. The spread of body to culture lays a good foundation for the spread of Chinese traditional culture.

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