

# Research on the Realization Path of Folk Culture Communication in Central Plains from the Perspective of Micro Media

Xiaofang Hao

Zhoukou Normal University, Zhoukou, Henan, China

## Abstract

Micromedia are transforming and influencing many industries, including the burgeoning "Internet + folk culture". This paper starts from the subject, channel and content of communication and summarizes the current situation of folk culture communication from the perspective of micro media. With the help of micro-media, the time-honored folk culture of the Central Plains has won opportunities for development in terms of communication mode, communication speed and enhanced interaction, but it also faces challenges such as backward ideas, improper use of micro-media and lack of relevant communication talents. This paper makes a case analysis of the cultural communication path represented by Huaiyang folk custom from the aspects of communication target, communication scale, communication flow and communication effect, so as to explore the path that can effectively enhance the communication of folk culture in the central Plains from the perspective of micro-media, and enhance the competitiveness for the development of folk culture industry.

## Keywords

Micromedia; The folk custom; Cultural transmission.

## 1. Introduction

As a soft power, the media includes "information power", "public opinion power", "industrial power" and "cultural power". In urban competition, culture plays an important role in urban economy as an attribute of ideology and related industries. At present, micro media is transforming and influencing all walks of life, including the emerging "Internet + folk culture". In this new mode of cultural communication, the dissemination of local folk culture plays a vital role in the development of local cultural industry.

## 2. The Realistic Background of the Communication and Development of Folk Culture in the Central Plains from the Perspective of Micro Media

In recent years, the domestic cultural industry has become increasingly prosperous, and the emerging cultural industry with digital media as the carrier has become a strong force in the future market. In the Opinions on Deepening the Reform of the Cultural System issued by the CPC Central Committee and the State Council, it has been explicitly proposed to "vigorously promote the upgrading of the cultural industry. We should promote the development of the cultural industry with advanced science and technology, actively adopt new and high technologies such as digital technology and the Internet and modern modes of production, transform traditional modes of cultural production, production and dissemination, and extend the cultural industrial chain. [Opinions of the CPC Central Committee and the State Council on Deepening The Reform of Cultural System [2005] No. 14] New technologies and modern production and life styles are new impetus to reshape the folk culture of the Central Plains and innovate the development of the folk culture of the Central Plains.

The long history of the central Plains culture is the consensus of many Chinese people. However, the profound and profound significance of the folk culture of the Central Plains is not enough to be understood by Chinese people. Compared with the cities such as Beijing and Suzhou and Hangzhou, the communication of the folk culture of the Central Plains has made some achievements, but it is still unsatisfactory in terms of brand and cultural influence. The reason is that with the rapid development of society and economy today, the society has entered the stage of new media consumption, and the audience advocates more individual-oriented and prefers visual communication. All these have influenced the modern communication mode of folk culture in the Central Plains. Therefore, it is of great strategic significance to study the digital and visual communication of folk culture in the Central Plains.

### **3. Opportunities for the Dissemination of Folk Culture in the Central Plains from the Perspective of Micro Media**

With the help of micro-media, the time-honored folk culture in the Central Plains has won opportunities for development in terms of communication modes, communication speed and enhanced interaction, but it also faces challenges such as backward concepts, improper use of micro-media and lack of relevant communication talents. With the help of micro-media, it is urgent to break through the challenges and expand the development opportunities for the folk culture of central Plains.

(1)Micro media contributes to the construction of folk culture with more characteristics of The Times

In the history of thousands of years of civilization in the Central Plains, it has formed rich and colorful folk culture with its own characteristics. It reflects the life experience and good wishes of people in different times, and it also contains a lot of knowledge of natural science and humanities. With the progress of The Times, folk culture should constantly bring forth the new and show its strong and lasting vitality. Micro medium can not only break the limitations of traditional folk spread, and can carry the new media technology and new media platform, using the characteristics of its convenient, interactive is strong makes for better inheritance and development of folk culture, at the same time can also use the medium of dongfeng, map the zhongyuan folk culture promotion arrow to illustrates its experience, such not only the fusion of The Times development, and raised the cultural quality of audience demand, so as to stimulate the central plains folk culture in the new era of innovation power, help to reform and development of zhongyuan folk culture keep pace with The Times, improve the level of development, to build a folk culture with era characteristics.

(2)Micro media promotes the integration of folk culture and new media

The folk culture of central Plains makes people feel the extensive and profound traditional Chinese culture. However, the degree of promotion of traditional culture communication channels is relatively low, and the scope of audience is relatively narrow. As for how to break through the bottleneck of development of folk culture, a new way should be found from the perspective of inheritance and innovation, and it should be deeply integrated with new media, so that the audience will be larger and more cohesive. Folk culture and media convergence, which can be more efficient and more ground for cultural transmission, optimization of zhongyuan folk culture communication strategy, is conducive to the central plains folk culture scientific planning layout, in the field of micro vector-borne improve zhongyuan folk culture in micro ecological level of information transmission media, build a new pattern of zhongyuan folk culture dissemination promote it again in a new era of development.

#### 4. Analysis of the Path to Promote the Dissemination of Folk Culture in the Central Plains from the Perspective of Micro-Media

(1) Finding out the regional characteristics and the orientation of external communication

Chinese folk culture is like a star. In today's faster traffic and information, it is very important for folk culture to spread excellence, attract audiences, identify regional characteristics and external communication positioning, and realize communication content differentiation. For the central Plains with a long history, it is a good choice to focus on "cultural brand" and establish a folk culture brand with regional characteristics. Based on the reality, in recent years, the folk custom of the "culture" orientation in the Central Plains has established a foundation for dissemination, with some early fruitful achievements, such as Taihao Fuxi Festival, surnames cultural Festival, etc., which have begun to enjoy a good reputation both at home and abroad, and have left a deep impression in the hearts of the vast number of Chinese. However, in today's world where traditional culture is constantly attached importance to and developed, the strength is still not enough. When conducting publicity and introduction, the essence with historical connotation should still be accurately extracted and condensed, and irrelevant contents should be abandoned.

(2) To enhance the taste of folk culture in the Central Plains

The folk culture of the Central Plains is a part of the excellent traditional culture of China. For example, "Errenzui", a representative folk art form in northeast China, has a high popularity in China, almost to the point where everyone knows it, but it is mixed with some vulgar contents, so that people feel that the taste is not high and it is in urgent need of upgrading its connotation. In the past few years, in order to better develop the folk culture of "errenzun", local cultural authorities have taken drastic measures to resist evil customs and create a clean and upright "errenzun". By strengthening network supervision and investigation, it not only retains the essence of traditional folk culture, but also increases the cultural aesthetic elements that conform to the current situation. This is not only a successful transformation but also lays a foundation for the communication and transformation of other folk cultures in the future and accumulates valuable experience.

In recent years, the Folk culture organization of The Central Plains has also been actively exploring in this aspect. On the one hand, academic research institutions have been specially established to make the central Plains culture have a strong influence in the academic circle, and it is also one of the important subjects of local culture research. On the other hand, academic exchanges on the development of cultural communication in the Central Plains have been held many times to promote the development and improvement of cultural taste through academic research. However, it is not enough to promote regional cultural communication by academic research. It is also an exploratory direction to try to cooperate with films and design brands to present the delicate part of folk culture with vivid and detailed images. For example, "Nanjing flannel flower" this brand nearly two years of communication means is worth observing and thinking. Zhao Shuxian, the descendant of Nanjing velvet flower, volunteered to work in A Dream of Red Mansions as early as 2009. Yanxi Palace in early 2018 made the beauty of velvet and its simple connotation appreciated and loved by the public. Later, he cooperated with cross-industry designers to develop works such as LV perfume box and Hermes window display. The cross-border cooperation with fashion brands will not only expand the wonderful influence of folk customs, but also make ancient traditions break through themselves and enhance the taste of folk culture.

(3) Micro media promotes the integration of folk culture and new media

Zhongyuan folk culture is the treasure of the central plains region, not only do we have to improve its style and taste, and more attention should be paid to the central plains economic

take-off, heritage and development of the traditional culture of central plains provide strong and reliable guarantee, at the same time also can make the local government and the general public profit in such aspects as culture, edify and increase their income.

Through the analysis of the results of the audience survey, the local government can develop diversified folk culture activities on the basis of understanding the audience preferences, so as to feed back the local economy. Such as Dali issued a questionnaire, the result is one-third of the people to understand folk culture in Dali region travel guides for the purpose, they are most interested in the first three features gourmet, traditional national costumes, festivals, etc., so the local government on the one hand, which is based on Dali traditional folk culture, folk culture tourist line. Visitors can scan a QR code to learn about local specialties, attractions and other information. On the other hand, with the advent of the era of mass tourism, self-driving Tours and individual Tours are served through various new media means, such as official weibo, WeChat and douyin platform, etc., so that users can easily and quickly learn about the unique features of scenic spots, recent preferential activities and other related content, with good results. The comprehensive utilization of mobile Internet makes folk culture not only meet the needs of the audience in the Internet era, enrich the content of folk culture, but also drive the economic development of Dali and expand the dissemination scope of local folk culture, which is worth learning.

#### (4) Multiple forms of promotion coexist

To promote folk culture, we need to get out of the comfort zone of traditional media and pay attention to the combination of various promotion forms. Inspired by CCTV, which made a special documentary about Taihaoling in Huaiyang, the local government has accelerated the pace of other promotion forms in recent years, such as the establishment of a special portal website and the launch of douyin platform. Relevant local government departments should fully grasp and understand the purpose of folk culture and the needs of the masses, and then write the relevant content of folk culture in the central Plains for the purpose of audience demand. Take zhangjiajie as an example. In recent years, two-dimensional code scanning, WeChat public account and douyin platform "douyidou" have been fully used to spread the folk culture and history of zhangjiajie. This rich form of promotion is worth learning.

The central Plains can further explore and publicize the root of folk culture and its positive influence, such as tracing the root culture and surname culture. A variety of media, such as official WeChat, weibo and Vlog, are used to disseminate surname culture, so that the audience can understand the development and evolution of folk cultural activities. At the same time, the popular douyin short video and various live broadcasting platforms can be reasonably used to carry out the full broadcast, so as to stimulate the people to participate in the activity personally. Finally, it is also necessary to integrate and spread the content and expand its influence regularly to form regular folk custom activities, so as to better disseminate the best quality folk culture to the public. In general, the coexistence of various promotion forms and the integration and utilization of multiple network carriers is conducive to significantly expanding the spread scope of folk culture.

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