

# ***Research on the Network Communication Value and Strategies of Chinese Traditional Festival Culture***

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**Abstract:** In the contemporary context of globalization and digitization, the communication of Chinese traditional festival culture not only involves the inheritance and promotion of culture but also pertains to the cultural identity and self-confidence of the Chinese nation. Starting from the perspective of the values conveyed, this paper emphasizes the role of traditional festival culture in strengthening the shaping of social ideology, maintaining a balance between the local and global aspects of culture, and highlighting its significance in the dialectical interaction with modern technology in the era of the internet. Subsequently, the paper proposes strategies for innovating content, utilizing advanced technology, enhancing interaction with audiences, and promoting cross-disciplinary integration to effectively propagate Chinese traditional festival culture in the online environment. Simultaneously, considering the impact of social transformation and external cultural influences, this study systematically analyzes potential challenges in the communication process and puts forth corresponding measures to promote the construction of cultural self-confidence in China through the dissemination of traditional festival culture.

**Keywords:** Traditional Festival Culture, Cultural Self-confidence, Network Communication

## **1. Introduction**

Chinese festival culture serves not only as a condensed representation of history and culture but also as a crucial medium carrying national values and societal spirit. In the era of globalization, the dissemination of traditional festival culture is not only linked to the preservation and inheritance of cultural heritage but also functions as a means of transmitting and exchanging national identity and values. The advent of online communication has shattered the boundaries of geography and culture, presenting a fresh platform for showcasing Chinese traditional festival culture. This not only facilitates a more extensive and profound cultural inheritance but also provides a new opportunity for global audiences to understand and appreciate this unique culture. Moreover, it offers a chance for the revitalization of traditional culture.

## **2. Chinese Traditional Festival Culture: The Value and Significance of Online Communication**

### **2.1. Strengthening the Shaping and Guidance of Ideology**

Online communication is not merely the application of information technology but a modern expression of ideological tools. Chinese traditional festival culture, deeply rooted in the hearts of the people, carries rich historical, ethical, and philosophical values. Traditional Chinese festivals embody the cultural connotations and values characteristic of the Chinese nation, aligning seamlessly with the core values of socialism [1]. The values of patriotism, dedication, integrity, kindness, and others embedded in Chinese traditional festivals resonate strongly with the core values of socialism. The interactivity and openness of online communication provide new vitality to traditional festival culture. In the online space, people can not only receive knowledge and information about traditional festivals but also actively participate in the dissemination and innovation of culture through online festival celebrations and virtual cultural exhibitions. This participatory and interactive nature, to a certain extent, enhances people's identification with the core values of socialism and promotes the internalization of ideology.

The role of Chinese traditional festival culture in shaping and guiding ideology through online communication is significant. It not only promotes national spirit through the inheritance and promotion of traditional culture but also strengthens the dissemination and influence of the core values of socialism in contemporary society through the integration with modern communication technologies. This fusion of culture and technology is an indispensable part of the socialist modernization process, holding important significance for the construction of a harmonious society, the cultivation and promotion of core socialist values, and the establishment of national pride and cultural confidence.

### **2.2. Grasping the Balance between Cultural Localization and Globalization**

Marxism points out that globalization is an inevitable trend in the development of capitalism, bringing not only economic and cultural exchanges among countries but also the risk of cultural homogenization. Therefore, emphasizing the preservation and development of cultural diversity is particularly important from the perspective of scientific socialism. Through the online dissemination of traditional Chinese festival culture, we are not only participating in the process of globalization but also safeguarding the cultural characteristics of the Chinese nation.

As an integral part of the profound history and rich culture of the Chinese nation, Chinese traditional festival culture, when disseminated through the internet, is not only a positive response to globalization but also a commitment to cultural localization. The internet, as an emerging means of information dissemination, provides the possibility for the global transmission of traditional festival culture, allowing it to transcend geographical boundaries and be understood and appreciated by people around the world. This mode of dissemination not only enhances the international influence of Chinese culture but also promotes exchanges and understanding among different cultures, contributing to the diversity of global culture with the strength of China. At the same time, the presentation of Chinese traditional festival culture in online communication retains its localized characteristics. Whether it is the festive atmosphere of the Spring Festival, the dragon boat races of the Dragon Boat Festival, or the significance of family reunions during the Mid-Autumn Festival, these cultural elements are deeply rooted in the soil of traditional Chinese culture. Through online dissemination, these festival cultures not only undergo innovation in form but also maintain their localized features in content, reflecting the lifestyles, values, and aesthetic preferences of the Chinese people. This form of communication not only deepens global audiences' understanding of Chinese

culture but also powerfully showcases the unique charm and profound heritage of Chinese culture.

### **2.3. Navigating the Dialectical Relationship between Network Technology and Traditional Culture**

The online dissemination of Chinese traditional festival culture requires a balanced utilization of network technology on the basis of respecting the essence of traditional culture, managing the dialectical relationship between the two. This not only involves a scientifically understanding the relationship between network technology and traditional culture but also represents a practical exploration of the modernization of cultural communication methods.

Firstly, as a crucial means of modern information dissemination, network technology is characterized by efficiency, speed, and extensive reach. These features provide unprecedented possibilities for the dissemination of traditional festival culture, enabling it to quickly reach a vast online audience, especially the younger generation. However, the rapidity and simplification of online communication may also lead to the superficiality and one-sidedness of traditional culture. Therefore, when using network technology to disseminate traditional festival culture, it is essential to maintain its depth and integrity, avoiding the loss of cultural richness in the pursuit of communication efficiency. Secondly, traditional festival culture carries rich historical information and profound cultural values. It is not only an accumulation of history but also a cultural heritage of modern society. During the process of online dissemination, it is crucial to respect the essential characteristics of these cultures and present their unique charm through appropriate means, making network technology a facilitator rather than an impediment to the inheritance and development of traditional culture. For example, utilizing multimedia to showcase traditional festival rituals or incorporating interactive design to enhance user experience can breathe new life into traditional culture in the online environment. Lastly, the dialectical relationship between network technology and traditional culture is also reflected in the balance between innovation and conservation. On one hand, network technology provides space for the innovation of traditional culture, allowing it to appear in new forms and content; on the other hand, this innovation must be grounded in a profound understanding and respect for the spirit and core of traditional culture. Only through a deep exploration and inheritance of the essence of traditional culture can a harmonious integration with network technology be achieved.

### **2.4. Enhancing Cultural Identity and Cultural Confidence**

The outstanding traditional culture of China is a significant embodiment of the worldview, outlook on the world, social perspective, and moral outlook accumulated by various ethnic groups in China over a long period of production and life. We must steadfastly uphold historical confidence and cultural confidence [2]. The online dissemination of Chinese traditional festival culture not only promotes cultural inheritance but also serves as a process to enhance cultural identity and cultural confidence. It not only allows traditional culture to exist in public life in a more modern and accessible form but also showcases the unique charm and value of Chinese culture globally, thereby providing a solid foundation for the construction of cultural confidence and cultural identity.

Firstly, the internet, as the most extensive platform for information dissemination in modern society, enables Chinese traditional festival culture to quickly reach the masses, especially the younger generation in the internet age. Through online communication, the rich connotations and unique charm of traditional festival culture receive new interpretations and presentations in the digital space. This not only contributes to the inheritance of traditional culture but, more importantly, nurtures a deep-seated identification with Chinese culture among the general population. The interactivity and diversity of online communication provide various forms of presentation for

traditional festival culture, such as online exhibitions and interactive experiences, making traditional culture more vivid and easily accepted by modern people. This sense of closeness and participation is crucial for enhancing cultural identity, transforming traditional festival culture from a distant and outdated symbol into a perceivable reality. Additionally, Chinese traditional festival culture disseminated through online channels has gained broader attention and recognition internationally. In the context of globalization, this dissemination not only showcases the uniqueness of Chinese culture but also enhances cultural confidence from a global perspective. The rich diversity and profound history of Chinese culture are displayed and disseminated in the online space, and this international recognition, in turn, strengthens the pride and confidence of the domestic population in their cultural traditions.

### **3. Dual Dimensions of Challenges in the Online Dissemination of Chinese Traditional Festival Culture**

#### **3.1. Internal Vortex: Cultural Challenges in a Period of Social Transformation**

The rapid development and transformation of society have, to a certain extent, weakened the status and influence of traditional festival culture in modern social life. This transformation involves not only economic and technological shifts but also a transformation of culture and values, including a reevaluation and reconsideration of the significance of traditional festival culture. In the backdrop of the internet era, traditional festival culture faces a series of challenges.

Traditional festival culture is a crucial component of Chinese culture, carrying profound historical and cultural values. However, in the process of rapid social development, traditional festival culture encounters challenges in adapting to modern society. On one hand, the accelerated pace of modern life disrupts the celebration methods and cultural connotations of traditional festivals. On the other hand, the emergence of diverse cultures in modern society marginalizes traditional festival culture in cultural competition. Additionally, the fast-paced lifestyle of modern society, coupled with the characteristics of explosive information on the internet, leads to a fragmented acceptance of culture. This trend is unfavorable for the deep-rooted cultural inheritance, as the rich history and cultural values inherent in traditional festival culture find it challenging to be fully presented in online communication. Furthermore, the diversification and collision of cultural values during the period of social transformation make it difficult for traditional festival culture to establish its position in online communication. On one hand, traditional culture needs to adapt to the values and aesthetic tastes of modern society; on the other hand, maintaining its traditional and unique characteristics becomes crucial. Under this dual pressure, the effective transmission and preservation of the purity of traditional festival culture in the online environment become an urgent problem. Finally, the commercialization trend in online communication also impacts the dissemination of traditional festival culture. Online platforms, in pursuit of traffic and commercial interests, may excessively package or simplify traditional festival culture, causing it to lose its original cultural connotations and educational significance, leading to the superficialization and commercialization of culture.

#### **3.2. External Pressures: Infiltration of Foreign Cultures and Self-Positioning of Indigenous Culture**

The acceleration of information flow and increased cultural exchanges brought about by globalization have significantly influenced traditional local festival culture through the infiltration of foreign cultures.

Foreign cultures, especially Western cultures, exert a direct impact on Chinese traditional festival culture in the realm of online communication. For instance, the widespread influence of Western holidays such as Christmas, Valentine's Day, and Halloween in China not only occupies a prominent

place in commerce but also exerts cultural appeal, particularly among the younger generation. The popularity and prevalence of such cultures pose a risk of marginalization to traditional festival culture, challenging cultural identity and participation, especially among the youth. Furthermore, the impact of foreign cultures prompts the urgent need to address the self-positioning and dissemination of the core values of Chinese traditional festival culture. In the online environment, striking a balance between absorbing and drawing inspiration from foreign cultures while adhering to and promoting the uniqueness and profound connotations of traditional festival culture requires a reevaluation of its values and significance. It also necessitates innovative strategies in online communication to align with the characteristics of modern society and audience demands. Additionally, in the face of the infiltration of foreign cultures, the online dissemination of Chinese traditional festival culture requires active cultural self-positioning and reflection. This implies not only maintaining cultural traditions but also emphasizing cultural innovation and vitality. By integrating traditional festival culture with modern lifestyles, it can be revitalized in the context of the new era.

The challenges faced by Chinese traditional festival culture in online dissemination not only stem from the impact and challenges of foreign cultures but also lie in how to achieve self-positioning and value reformation in this process. In the broader context of globalization, upholding cultural diversity and cultural confidence and seeking adaptability and innovation in the modern online communication of traditional festival culture are critical for its continued inheritance and development in the new era.

#### **4. Analysis of the Online Dissemination Strategy of Chinese Traditional Festival Culture**

##### **4.1. Innovative Content: Integrating Traditional and Modern Narrative Styles**

Integrating traditional and modern narrative styles is not only a means of innovation but also a necessary path for cultural inheritance and development. Innovation is the key to successful online communication, and this strategy not only enhances the online dissemination effectiveness of traditional festival culture but also promotes the innovation and development of traditional culture.

Innovation lies in how to combine the profound connotations of traditional festival culture with modern narrative techniques. Traditional festivals such as the Spring Festival and Mid-Autumn Festival embody rich cultural elements and profound meanings. These contents need to be reinterpreted and presented through modern visual and narrative approaches in online communication. For example, Henan Satellite TV's Spring Festival Gala featured segments like "Tang Palace Night Banquet," where the character Tang Xiaomei travels back to ancient times during her journey to the palace, and "Amazing Journey in Qingming," where Tang Xiaomei travels from ancient times to present-day Zhengdong New District and Millennium Square. The unique perspective of Tang Xiaomei's time-traveling, coupled with a large number of subjective shots, inner monologues, and other audio-visual language forms, enhances the audience's sense of immersion and participation, innovatively expressing historical scenes and presenting cultural environments [3]. The characteristics of online platforms, such as interactivity and immediacy, provide ample space for innovative storytelling of traditional festival culture. Through social media and online live streaming, interactive engagement between the audience and content can be achieved. Furthermore, content innovation should also pay attention to the balance between traditional and modern elements. While emphasizing innovation, respect for the core values of traditional culture must be maintained. This implies innovating in storytelling methods and forms while preserving the authenticity and purity of traditional festival culture, avoiding excessive commercialization or Westernization, and ensuring the authenticity and depth of cultural communication.

##### **4.2. Technological Utilization: Deep Integration of Intelligent Technology and Big Data**

The profound integration of intelligent technology and big data provides new impetus and direction



for the online dissemination of Chinese traditional festival culture. This fusion of technology and culture not only enriches the forms of communication for traditional festival culture but also enhances its reach and effectiveness, contributing to the innovation and inheritance of traditional festival culture in modern society.

Intelligent technologies, such as artificial intelligence and virtual reality, offer innovative ways for presenting and experiencing traditional festival culture. Virtual reality technology, for instance, enables the recreation of historical festival scenes, allowing users to immerse themselves in a realistic traditional cultural environment, thereby deepening their understanding and experience of festival culture. In works like "Amazing Journey in Qingming 2023," (《2023 清明奇妙游》) creative techniques based on different technologies, such as the parallel world of "Spring Outing Painting," (《踏春图》) the three-dimensional activation of multiple Song Dynasty paintings, and the scene reconstruction of the "Winding Water and Toasting" scenario, construct a novel and unique interactive narrative space [4]. Furthermore, big data technology plays a crucial role in the online dissemination of traditional festival culture. By analyzing big data, insights into users' interests and demands for different traditional festival content can be gained, guiding content creation and distribution strategies. The deep integration of intelligent technology and big data also facilitates the assessment and optimization of the dissemination effectiveness of traditional festival culture. By collecting and analyzing user interaction data, communicators can not only understand the popularity of content but also adjust future dissemination strategies based on feedback, making the dissemination of traditional festival culture more precise and efficient.

#### **4.3. Audience Interaction: Building a Culturally Diverse Communication Platform**

By providing an interactive and content-rich communication platform, not only can the effectiveness of cultural communication be enhanced, but it can also deepen the appeal and influence of traditional culture on modern audiences. The key lies in how to effectively build and utilize a communication platform to facilitate interaction and exchange between the audience and traditional festival culture.

Firstly, constructing a culturally diverse communication platform means offering an open and diverse online environment, allowing audiences from different backgrounds to participate in the dissemination and discussion of traditional festival culture, forming an interactive and content-rich cultural exchange community. Secondly, the focus of audience interaction is on sparking the audience's willingness to participate and their creativity. In the online dissemination of traditional festival culture, various interactive activities can be designed, such as online cultural knowledge competitions, experiential activities related to festival customs, creative work submissions, etc., to encourage audience participation and contribution of their ideas. Such strategies not only increase the interest and engagement of the dissemination but also leave a deeper impression of traditional festival culture on the audience.

#### **4.4. Cross-Border Integration: Broadening Communication Channels through Multi-Domain Collaboration**

When employing multi-domain collaboration to expand communication channels as a strategy for the online dissemination of Chinese traditional festival culture, the key lies in how to increase the influence and coverage of traditional culture through cross-disciplinary cooperation. In the context of globalization and digitization, this strategy not only contributes to enhancing the efficiency of disseminating traditional festival culture but also strengthens its vitality and impact in modern society.

The essence of multi-domain collaboration lies in achieving resource sharing and complementary advantages. The online dissemination of traditional festival culture can be realized through collaboration with various fields such as education, tourism, media, and technology. For example,

collaborating with educational institutions to incorporate traditional festival culture into curricula and educational activities can effectively enhance the understanding and interest of the younger generation in traditional culture. Furthermore, multi-domain collaboration also means leveraging expertise and platforms from different fields to innovate the dissemination of traditional festival culture. For instance, collaborating with technology companies to employ technologies such as virtual reality and augmented reality, providing users with immersive experiences of traditional festivals.

## 5. Conclusion

Festival culture emerges from the collective needs of a society. To meet these needs, it inevitably evolves corresponding social organizations. In the early stages of social organization formation, it is often constrained by the demands of festival culture. As it develops to a certain stage, it can, in turn, influence the demands of festival culture [5]. Against the backdrop of the rapid development of digital communication, there is a pressing need to inject new vitality and vigor into traditional festival culture. The dissemination of traditional festival culture urgently requires staying abreast of the times, fostering innovation, and transforming the inherent Chinese spirit incubated in traditional festival culture from a localized expression to a global one. This, in turn, will drive the inheritance and promotion of outstanding Chinese traditional culture, with traditional festival culture serving as its representative.

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