

The Dissemination Methods and Significance of Intangible Cultural Heritage in The New Media Environment: The Example of Whisking Tea in Song Dynasty

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Abstract: In the history of Chinese tea, there is a saying that "tea flourished in the Tang Dynasty and flourished in the Song Dynasty", and whisking tea in the Song Dynasty had an extremely important position. Due to the influence of the general environment, the tea culture has been severely impacted, and the "whisking tea" culture has been restricted and gradually subsided. With the progress and development of the new media era, "whisking tea in the Song Dynasty" has gradually appeared in the field of vision of more and more people in different forms and methods, subtly affecting people's cultural life. However, thousands of years of tea culture need a certain amount of time to fully integrate with the development of the new media era. Only a few ancient tea arts have survived, and people have no concept of the skill of "whisking tea". This article briefly analyzes the different ways and different meanings of the dissemination of "whisking tea in the Song Dynasty" in the new media environment, and how it has an important impact on people's cultural life and national cultural exchanges. Through the Internet and offline field investigation to search for the differences between ancient and modern tea techniques combined with the comparison between ancient and modern cases, including people's understanding of whisking tea in the Song Dynasty and the specific manifestations of tea culture, the main tools Record and aggregate data reports through different new and traditional media.

Keywords: New media, Whisking tea in the song dynasty, Intangible cultural heritage, Propagation mode, Tea culture

1. Introduction

Whisking tea has a long history in the Song Dynasty, and the tea culture is deeply rooted in the hearts of the people. The current development situation has been diversified. From traditional media to today's new media, people can learn about it from books and TV, and also through mobile media, offline activities, etc. to learn about and participate in them. However, the popularity and influence of the audience is not perfect. Some remote areas and young groups have not heard of it, and the communication method needs to be comprehensively considered. This paper briefly analyzes the different ways and meanings of the dissemination of "Whisking tea in the Song Dynasty" under the new media environment, and how it has an important impact on people's cultural life and national

cultural exchanges. The specific question to be explored is how to use multimedia communication more widely and effectively to popularize tea culture in today's era, especially the clear example of whisking tea in the Song Dynasty, so as to encourage people to pay attention to traditional culture and intangible cultural heritage. Through literature and case analysis, combined with the comparison between ancient and modern cases, including people's understanding of whisking tea in the Song Dynasty and the specific manifestations of tea culture, the main tools record and summarize data reports through different new media and traditional media. From the traditional media environment to the new media environment, not only the daily life of people has undergone tremendous changes, but also the diversity of intangible cultural heritage transmission methods has been more widely increased, especially the distinctive features of whisking tea in the Song Dynasty. It has a certain significance, making people feel the attraction of intangible cultural heritage and pay more attention to the charm of traditional culture.

2. The Basis for the Development of Whisking Tea in the Song Dynasty

2.1. Important Background

Chinese tea culture has experienced several stages, including cooking tea in the Tang Dynasty, whisking tea in the Song Dynasty, brewing tea in the Ming and Qing Dynasties, and modern tea drinking. It has a long history.

2.1.1. Origin to Decline

According to records, whisking tea in the Song Dynasty originated in the Tang Dynasty, prospered in the Song Dynasty, and gradually declined in the Ming Dynasty.

2.1.2. Derivative Tea Culture

In Song Dynasty, in addition to tea houses, there were also tea poles, floating shops, or trolleys or carts, mobile cooking and selling, going in and out of alleys and deep courtyards, gathering markets and bustling markets, "whisking tea soup for those who visit and watch". According to Fan Zushu's "Hangsu Legacy", "there are two tin stoves for each pair, and the cups, spoons, ladle holders, killing cups, tea boats, and tea bowls are all in short supply". In addition, the mobile tea valet, in addition to whisking tea, also delivers messages for people, and the service is very comprehensive. Wu Zimu's "Dream Lianglu" contains: "In alleys and neighborhoods, you have your own tea bottle to order tea along the door. Or, on a synodic day, order tea to be sent to the neighbors in case of bad luck or bad luck, so that they can communicate with each other." It can be seen that the first day of every month in Hangzhou or fifteenth, neighbors go from house to house to "order tea" for each other, which has become a tool for people to connect emotionally [1]. The rise of whisking tea in the Song Dynasty was also accompanied by the popularity of tea hundred opera and tea fighting. As a way of entertainment, it was quite popular among ancient literati and writers.

2.1.3. Overseas Influence

As the mainstream form of tea drinking in the Song Dynasty, whisking tea in the Song Dynasty gradually spread to Japan, South Korea, North Korea and other countries, and especially had an important impact on the Japanese matcha ceremony and Korean Korean tea. Many people believe that this special way of drinking tea called "matcha" is a unique tradition in Japan. In fact, it was invented by the people of the Tang Dynasty, and then brought back to Japan by monks who entered the Tang and Song Dynasties. When tea was first introduced to Japan, the habit of "eating tea" was a very elegant Tang style culture. It is precisely because of its elegance and the origin of the Tang

style that tea ceremony has always been a popular and exclusive art for a long time in the future, and various schools and occupations of tea masters have gradually emerged. But in China, since the Ming Dynasty, matcha has no longer been popular, and tea has been used to make soup. So far, the way of making matcha tea in China has been lost, forming a historical chronology that can not help but make people sigh [2].

2.2. Propagation Mode

From the traditional media at the beginning to today's new media, with the change and increase of different media methods, the richness of tea culture and its influence on people are also increasing, adding a lot of fun and color to people's cultural life.

2.2.1. Traditional Media

Compared with new media, traditional media has a single communication method, and is a media that regularly disseminates information to users or provides education, news, entertainment, etc. For example, newspapers, television, magazines, etc., traditional media have time and space limitations, speed of transmission and other limitations. As a result, learning and understanding the Song Dynasty whisking tea increases the dullness and takes away a lot of fun.

2.2.2. New Media

Strictly speaking, as the medium of information dissemination, the essence of the media has not changed, and there is no old or new theory. The new media here refers to the change in the specific transmission channels and methods of information, which is different from traditional media, radio, television), the newly developed media form thereafter. New media can also be called digital media, which has the characteristics of borderless communication, diversified communication, interactive communication, and personalized communication. There are many forms of new media, currently network new media, mobile new media, and digital new media are the main ones [3]. The public can watch popular science news released by official media through online media, online TV and mobile media, or watch TV dramas infused with tea culture, and can also use the portability of smartphones to watch short videos to learn about learning at any place and at any time.

3. Meaning of Development

3.1. Convergence of Old and New Media

On the basis of traditional media, increase the communication channels of new media, so as to achieve more prominent effects and functions. New media provides a more suitable soil for the dissemination of intangible cultural heritage. Only through the dissemination of new media can intangible cultural heritage adapt to the pace of the times and technology, and can be inherited and developed in the ever-changing information age [4].

3.1.1. Enrich People's Spiritual and Cultural Life

Through new media, such as watching TV dramas or short videos on mobile phones, and learning about whisking tea in Song Dynasty. Or participate in tea culture experience activities. Different audiences will have different feelings and experiences when participating in tea culture experience activities.

3.1.2. Development of Cultural Economy

To carry out tea culture exhibition. The layout design of the Song Dynasty tea-ordering culture exhibition space is the basis of the entire exhibition display design, which reflects the visiting flow of the museum exhibition. This moving line not only shows the logical connection of the exhibition content, but also the organic connection between the space situation and the audience's viewing emotions. By sorting out the content of the exhibition and the emotions of the audience, it not only creates an intensive information transmission space that can fully shock the audience, but also provides appropriate buffer space and association space for the audience, and outputs a pause mode that makes the audience think, so that the audience can stop and fully Digest the huge exhibition information, understand the theme of the exhibition more deeply, and enhance the information communication effect of the exhibition [5].

The rapid growth of tea culture and drink shops. The combination of milk tea shops, coffee shops and tea shops is also a combination of the old and the new. By injecting a healthy life concept and taking into account the consumption mentality of consumers, the Song Dynasty tea-ordering culture is played in a new way, such as the form of coffee latte. Into the market sales, deeply loved by consumers.

Sales of tea culture derivatives. New media will sell the copyright of intangible cultural heritage-related content to other media, or develop a series of derivative products to obtain profits. It can be seen that the development model of modern transformation of intangible cultural heritage resources is to use the creative perspective of new media to deeply excavate the rich original ecological intangible cultural heritage; to inject modern concepts and expressions into cultural products through new media technology, Make it in line with the culture, aesthetic taste and pursuit of modern people; use new media platforms to strengthen external communication and market development, and enhance the influence of intangible cultural heritage. In the integrated development of the two, it is more important to fully mobilize the enthusiasm of digital TV, film, animation producers and other collaborators, encourage them to actively explore more types of intangible cultural heritage resources, and develop new media suitable for Product form and content. At the same time, improve the marketization level of cultural product production and provide cultural products and services that the people are willing to accept [6].

4. Reasons Why Intangible Cultural Heritage Can Have a Positive Impact on People and Society in the New Media Environment

4.1. The Disadvantages of Traditional Media Are Highlighted

In China, the traditional newspaper industry not only suffers from the common situation of American newspapers and media, but also has some "unique" realistic dilemmas that we cannot avoid. One is the "serious homogeneity" of media operations. The content is similar, and the media are located in the same city: "Evening News," "Morning News," "Commercial Daily," and "Xinbao." In fact, 95% of the content is "deja vu," even if the processing method is "smart," but the value of information quality is much higher. There is almost no difference. At the same time, there are serious homogeneous operation modes, commercial profit modes, etc., which are the "general chronic diseases" of my country's traditional media industry. The second is that the cost of competition continues to increase, making the traditional media "golden industry" era gone forever, with meager profits and even negative growth, which has become a serious problem for business operations. Therefore, some people seriously believe that the comparison between traditional media is not to see who lives better, but to see who "lives longer". Third, the audience market is facing a

“reshuffle” pattern. According to data, more than 10% of urban residents under the age of 35 used to read newspapers, but now they no longer read because of their access to the Internet [7].

4.2. The Diversity of New Media Continues to Enrich People's Spiritual Life

People can choose different media to experience and learn about tea culture, such as watching short videos about tea culture, reading videos and news about tea culture released by official media, and can freely choose a variety of media in different environments, improving their attention to traditional culture.

4.3. The Influence of the Influencer Economy

The rise of the new Chinese tea brand, Hot, is also due to its leisure function and communicative attributes to a certain extent. The environment of the tea shop has become more comfortable and fashionable, and the products themselves are healthier. The tea shop has become a part of leisure and entertainment such as gatherings, shopping, and watching movies. In particular, young people have become the main consumer groups of new Chinese tea drinks. They attach importance to the quality of life and lifestyle, and emphasize individuality. New Chinese tea drinks just meet their label attributes. Consumers buy not only the beverage function of the product itself, but also the social value and leisure value of relaxation, work and rest. Industry insiders believe that part of the new Chinese tea market demand comes from alternative demand: Substitute for traditional milk tea shops, tea houses, coffee shops, etc.; Hedging hot drinks (such as instant coffee, brewed tea, Guozhen, etc.) Replacement of bottled juices, CO₂ beverages (Coke, Sprite, etc.); part of it comes from incremental demand. Comprehensively comparing the sales of hot drinks, "coffee & other beverage stores" and "other beverage stores", the potential market size of new Chinese tea drinks is 40 billion to 50 billion yuan. Chinese food industry commentator Zhu Danpeng said in an interview that there are several reasons for the popularity of tea: the first is naturally due to consumption upgrades, and the second is that as the new generation of consumers become the main force, their demands for tea are In many aspects, in addition to product functions, social functions are also superimposed, and products like HEYTEA can just meet the new generation's multi-dimensional demands for products. Moreover, compared with other types of catering, the replicable cost of the tea industry seems to be lower. From the menus of major tea brands on the market, most of the types are similar. The entry barriers for new Chinese-style tea are low, and a large influx of capital in the short term. The initial investment of a single store is 300,000 to 1.5 million yuan. The explosive growth of the industry has attracted many entrants. "China, as the birthplace of tea, has not yet produced a Starbucks coffee-level brand, which shows that the future market space is still very large." An investor's words seem to explain why capital is flocking to the tea industry [8].

4.4. The Government Strongly Supports the Development of Traditional Culture and the Establishment of a Cultural Power

At present, the use of digital multimedia and other modern scientific and technological means to truly, systematically, and comprehensively record the precious, endangered, and historically valuable intangible cultural heritage and establish archives and databases has become one of the main implementation contents of China's intangible cultural heritage protection project. However, intangible cultural heritage includes traditional cultural expressions and the cultural space on which they live. A single digital storage usually ignores the characteristics of the cultural space on which it lives. It is difficult to preserve the intangible cultural heritage as a complete whole. Modern digital information acquisition and processing technology can better organize, collect and record the information of intangible cultural heritage, and can break through the display requirements and

fidelity effects that cannot be achieved by traditional protection methods, and preserve them more safely and for a long time. It is a precious intangible cultural heritage [9]. Therefore, it can be seen that the government and the country are increasing various ways to protect intangible cultural heritage. A popular TV series "Meng Hualu" was only filmed for the Song Dynasty to order tea. First, it received the support of the government, and then he also strongly recommends people to learn and inherit this cultural activity, and many participatory activities have been carried out both online and offline. The significance of protecting cultural heritage is not to store it as a cultural specimen on the computer or the Internet. The most fundamental significance of cultural heritage lies in the spread of culture, the continuous expansion of the influence of cultural heritage, and the use of new communication technologies to spread and continue non-traditional culture. The ancient life of material cultural heritage is the key to the inheritance and development of intangible cultural heritage. Due to the particularity of the carrier of intangible cultural heritage, the traditional transmission methods mostly rely on "oral transmission" and other methods. In the context of new media, new media also bears the burden of inheriting intangible cultural heritage by virtue of its advantages such as wide dissemination, instantaneous information, interactivity, and digitization. provides a new way of protection and development [10]. Therefore, the continuous development of intangible cultural heritage, such as whisking tea in the Song Dynasty, can enrich the personal spiritual world, so that everyone can take over each traditional culture with enthusiasm, and can pass it on with perseverance and perseverance. At the same time, the continuous integration of new and old media promotes the country's social and economic development, maintains and enhances global cultural exchanges and economic connections between countries, and has a profound impact on human spirituality and culture.

5. Conclusion

The conclusion of the study is that the intangible cultural heritage, taking whisking tea in the Song Dynasty as an example, can easily be integrated by the old and new media in the new media environment, and the reason why it can have a positive impact on people and society is the particularity of the background and the increase in the diversity of communication methods. On the basis of traditional media, the cultural and economic impacts brought by different new media have been added, so that people and countries have to pay more attention to the impact and enthusiasm brought by intangible cultural heritage in the new media environment. Due to knowledge and time, the current paper is not deep enough in theoretical discussion, and this problem can be made up by adding later academic theories and enough case studies. Future research will mainly focus on the diversified development of the media forms of tea culture and its impact on human-social relations.

Acknowledgement

I would like to thank the Chinese and foreign professors of the new media course, the course assistants and academic affairs teachers, and the dissertation teachers. I have broadened my thinking through the serious study of the course, and have learned a lot of new knowledge that is different from the past. Great help, thank you very much.

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