Research on Traditional Cultural Communication Strategies in Chinese Style Games

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Abstract: Traditional culture is the precious wealth of a country and a nation,and carries rich wisdom and historical accumulation. With the rapid development of the game industry,the combination of traditional culture and games has become a topic of great concern.As an attempt to pursue the expression and dissemination of Chinese traditional culture,Chinese style games are gradually becoming one of the favorite game types of players.However,in the process of the development of Chinese style games,how to spread traditional culture scientifically and effectively has become an urgent problem to be solved.The purpose of this study is to explore the communication strategies of traditional culture in Chinese style games,and to provide useful references for relevant game developers and cultural inheritors.

Keywords: Chinese style games;Traditional culture;Communication strategies

Introduction:

For the dissemination of traditional culture,games are a medium with great potential.The interaction and attraction of games can deeply integrate players into the virtual world,and enable them to learn,feel and understand traditional culture,and thus enhance their understanding and identification of traditional culture.As a form of expressing and disseminating traditional culture,Chinese style games integrate various elements such as art,music and plot to provide players with an immersive experience.This study will focus on communication strategies of traditional culture in Chinese style games,and aims to tap the potentials of combining games with traditional culture,and promote the inheritance and development of traditional culture.

1. Traditional Culture is Deeply Integrated into the Game Plot

Traditional cultural elements can be consciously integrated into the storyline through interesting stories and character plots.And attractive plot design can make players more easily accept and understand traditional culture,and resonate with the game characters. This deep integration increases the perception of players for traditional culture and conveys cultural values to players[1].

Taking Onmyoji as an example,the game integrates many elements of traditional Chinese culture and conveys cultural values to players through an attractive plot design.The storyline in the game is set against the background of ancient myths,legends and history,full of the charm of traditional culture.Players play the role of Onmyoji in the game to communicate and fight with various monsters and heroes from Chinese folk culture and myths and legends.These characters and stories are based on authentic material from traditional culture,which makes it easier for players to accept and understand traditional culture.For example,in the process of fighting with different monsters,the game deeply reveals the origin,characteristics and symbolic significance of monsters in traditional culture through the introduction of monsters and the display of the story behind them,so that players can better understand the cognition of monsters in traditional culture.

The design of game plot can also trigger the resonance of players to traditional culture.Through the construction of characters and the setting of emotional lines,Onmyoji allows players to have an emotional resonance with the characters in the game.The

characters in the game are diverse and distinctive,and their stories contain many classic or profound traditional cultural elements. Through communication and interaction with these characters,players can more deeply experience the emotions and values conveyed by traditional culture.For example,when talking to a hero in a game,the player may be moved by the emotional themes of chivalry,loyalty,and the power of friendship that they represent,and thus gain a deeper understanding of the moral ethics contained in traditional culture.

By combining traditional cultural elements with the game plot,the game makers not only make these cultural elements more vivid and interesting,but also let the players feel and understand the connotation of traditional culture more intuitively during the process of playing games.When players experience the charm and value of traditional culture in the game,they will be impressed and willing to further understand and explore the relevant cultural knowledge.This deep integration cannot only increase the perceptibility of traditional culture,but also convey cultural values to players and promote the transmission and inheritance of traditional culture in the new era.

2. Striving to Strengthen the Cross-media Joint Publicity of Games

In recent years,Chinese style games are more and more favored by players,and traditional culture has thus gained more opportunities to spread.In order to strengthen the dissemination of traditional culture in Chinese style games,we can adopt the cross-media joint publicity strategy.

For example:The film and television work"The Legend of Swordman Online III:Sihailiuyun"co-produced by"The Legend of Swordman Online III"series of games and traditional media is a work that brings the game plot to the screen.Through popular media such as TV dramas,the storyline and characters of games can be further deeply rooted among the people and arouse more people's interest in related traditional culture.After watching the TV series,many players were attracted by its unique Chinese style elements,and then became interested in the game and became loyal players.In addition to TV dramas,cross-media joint publicity can also be realized in other forms[2].For example,game manufacturers can cooperate with well-known authors to create corresponding novels based on game plots to expand channels for traditional culture.Through the way of reading novels,players can have a deeper understanding of the traditional cultural elements incorporated in the game,and their interest can be further stimulated in traditional culture.

In addition,film and television works are also another important means of cross-media joint publicity.We can adapt Chinese style games into animations or movies,and release them to major theaters or network platforms.Such traditional cultural film and television works cannot only attract game players,but also reach a wider audience,and further enhance the awareness and influence of traditional culture.

It can be seen that the cross-media joint publicity strategy is an effective way to strengthen the dissemination of traditional culture in Chinese style games.Various media platforms such as social media,network broadcast,film and television are used for publicity,and relevant content is created in combination with different media forms,such as novels,animations or movies,which can attract a wider range of target groups,improve the awareness of traditional culture and promote the inheritance and development of traditional culture.

3. Utilizing the Interactivity to Increase User Engagement

Adding interactive elements such as tasks,competitions,and socializing to Chinese style games can increase player participation and engagement.Setting up some activities related to traditional culture in the game,such as traditional festival celebrations,traditional handicraft exhibitions,etc.,makes players to have a deeper understanding and feeling of the charm of traditional culture through practical experience[3].Interactivity increases the player's sense of participation in traditional culture and encourages them to further understand and disseminate these cultural elements.

For example,in this Chinese style adventure game,Fuyaoyimeng,a rich variety of traditional cultural activities are set up to allow players to experience the traditional celebrations and handicrafts of ancient China.Firstly,the game will regularly host traditional festivals such as the Spring Festival,Dragon Boat Festival and Mid-Autumn Festival to give players the opportunity to participate in ceremonies,taste traditional food and participate in traditional games.Through these celebrations,players can feel the atmosphere of traditional festivals and learn about the related customs and stories.

The game also provides opportunities for traditional handicraft display,where players can learn and experience traditional handicraft skills such as paper cutting,embroidery and pottery,and show their artworks to other players.Players can also share their works in online fields such as the Media Platform and Weibo super topics.Combined with this interaction,user stickiness can be enhanced and the loyalty of the player group can be enhanced.In this way,players can not only deeply understand the skills and

value of traditional handicrafts,but also share their achievements with other players through social interaction,which promotes the dissemination of traditional culture[4].This interaction can not only attract and keep players engaged,but also help cultivate players'interest and understanding of traditional culture,thus to make a positive contribution to the inheritance and dissemination of traditional culture.

4. Establishing a Community Platform to Facilitate Communication and Sharing

By providing a community platform for players to display game achievements,exchange ideas and experiences,and share information related to traditional culture,players have the opportunity to inspire each other and jointly explore the connotation of traditional culture.Community communication can enhance the cohesion among players and expand the influence of traditional culture[5].

For example,players can post their in-game achievements,tasks completed,or other in-game achievements for other players to see and learn from.This kind of sharing can inspire other players to excel and increase their interest and passion for the game.At the same time,it also enhances the cohesion between players and brings them closer together.Especially by creating special pages or groups on social media such as Little Red Book,players can freely discuss game content,share tips and guides.In addition,social media platforms can also be used to share information related to traditional culture,such as publishing stories,legends,historical backgrounds related to cultural elements in the game,to help players understand the connotation of traditional culture.

Conclusion

Through the study of the communication strategies of traditional culture in Chinese style games,we can see that games,a kind of widely influential medium,have great potential in traditional culture communication.In this study,we discuss the key strategies of Chinese style games in the dissemination of traditional culture,including art expression,music creation,storyline setting and so on.The effective use of these strategies can not only attract more players,but also allow them to deeply understand and feel the charm of traditional culture in the game.We also need to recognize that the spread of traditional culture is a long-term and complex process that requires the joint efforts of game developers,cultural inheritors and relevant institutions.Through continuous research and exploration,it is believed that Chinese style games will be able to better spread,carry forward the traditional culture,and make it glow with new vitality in the modern society.

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