

On the Opportunities and Challenges Faced by the Communication of Red Historical Culture from the Perspective of New Media

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Abstract: With the rapid development of science and technology, new media, as a mode of communication, has brought unprecedented opportunities for the communication of Red historical culture. Through the analysis of the characteristics of new media, this paper discusses the propagation opportunities and challenges faced by the communication of Red historical culture from the perspective of new media, and puts forward corresponding countermeasures in order to provide theoretical support for the transmission and development of Red historical culture.

Keywords: New Media; Red Historical Culture; Communication; Opportunity; Challenge

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1. Introduction

Red historical culture refers to the revolutionary culture that is formed and developed by the CPC who leads the Chinese people in the great practice of revolution and construction. In the new media era, the communication of Red historical culture is facing unprecedented opportunities and challenges. This paper will start from the propagation characteristics of new media to discuss the opportunities and challenges of the communication of Red historical culture in the perspective of new media, and put forward some corresponding countermeasures.

2. The Opportunities of the Communication of Red Historical Culture from the Perspective of New Media

2.1 The Expansion of the Spreading Scope

As a technical means based on the Internet, the spreading scope of new media is far beyond traditional media. Through the Internet, social media, mobile applications and other platforms, Red historical culture can stride over the restrict of continents and time to quickly spread to all parts of the world. Whether in urban or rural areas, both domestically and internationally, as long as there is internet access, people can get real-time information about Red historical culture through mobile phones, computers and other devices. This extensive coverage greatly enhances the influence of Red historical culture and allows more people to have the opportunity to understand and experience the great journey and precious spiritual wealth of the Chinese revolution to deepen their understanding of the excellent traditional Chinese culture.

2.2 The Diversification and Interactivity of the Modes of Communication

The modes of communication of new media are rich and colorful, including written characters, pictures, audio frequencies, videos, animations and other forms. These diverse techniques of expression enable the comprehensive and three-dimensional presentation of the connotation of Red historical culture. Videos can visually display the scene of revolutionary

history, audio frequencies can let us hear the voices of the older generation of revolutionaries, and excellent texts and pictures can tell revolutionary stories vividly. At the same time, its interactivity is extremely strong. Users can not only passively receive information, but also post comments, share feelings, participate in discussions, and even participate in content creation and spread on the platform. This interactivity has built a positive interactive ecosystem for the communication of Red historical culture, enhanced user experience, and increased the attractiveness of Red historical culture.

2.3 The Improvement of Communication Efficiency

The speed of information spread is very fast in new media, and the update of information is also done in real time. This efficient information flow mechanism enables the rapid spread of Red historical culture and timely transmits it to a wide audience. Whether the commemoration day of important historic event or the latest research findings about revolutionary culture can be spread through new media platforms in a short time, which draws public attention and triggers public discussion. This efficient communication efficiency is conducive to the communication and popularization of Red historical culture in contemporary society.

2.4 The Enrichment of the Carriers for the Communication of Red Historical Culture

New media has provided a variety of carriers for the communication of Red historical culture. In addition to traditional websites and mobile applications, there are other social media platforms such as Weibo, WeChat, Douyin and Kuaishou, as well as the emerging communication forms such as webcasts and short videos. These carriers have their own characteristics, meet the personalized needs of different audiences, and make the communication of Red historical culture more flexible and efficient. For example, webcasts can display revolutionary cultural treasures and historical sites in real time, short videos can create some interesting content to popularize Red historical culture, and topic discussions can be formed in social media to attract more young people to participate in and enhance the sense of the times and the attractiveness of Red historical culture.

3. The Challenges of the Communication of Red Historical Culture from the Perspective of New Media

3.1 Information Overflow Leads to the Dilemma of the Communication of Red Historical Culture

In the new media era, information generates and spread extremely fast, and the amount of information shows explosive growth, which leads to a serious problem: information overflow. In this context, the communication of Red historical culture is facing enormous challenges. A large number of irrelevant information fills the audience's visual field, making the information of Red historical culture easily ignored or submerged in the ocean of information. This not only reduces the communication efficiency of Red historical culture, but also makes it difficult for its core values to be effectively spread and recognized.

3.2 The Fragmentation of Communication Content of Red Historical Culture

The communication characteristics of new media lead to the fragmentation of information content. When browsing the information, users often only pay attention to the title or fragmented content, and are lack of deep understanding and perception of complete information. In the process of communicating Red historical culture, it is also inevitable to arise the problem of content fragmentation. The communication of such fragmented content makes it difficult for the audience to obtain systematic and continuous historical cultural knowledge, which affects their overall cognition and understanding of Red historical culture, and thus to weaken the effect of the transmission of Red historical culture.

3.3 An Entertainment Trend of the Communication of Red Historical Culture

In order to draw more audiences' attention in the environment of new media, there is an over-entertainment trend in the communication content of some Red historical culture. This trend often draws attention through exaggerated techniques of expression and humorous style of language. Although it can briefly draw the audience's attention, in the long run, it weakens the seriousness and educative nature of Red historical culture. This kind of entertainment-oriented mode of communication may make the audience misunderstand the Red historical culture, and even dilute its due educational significance and social value.

3.4 The Decentralization of Communication Channels

Under the environment of new media, the communication channels of Red historical culture have become extremely dispersed. There are not only traditional websites and forums, but also various social media platforms, webcast platforms, short video platforms and so on. Although these decentralized communication channels increase the possibility of communication, they also make it difficult to unify and control the communication effect of Red historical culture. Different platforms have different audiences and communication rules, which requires cultural communicators to develop some corresponding strategies for different channels when communicating Red historical culture, which increases the complexity and difficulty of communication.

4. The Coping Strategies

4.1 Enhancing the Communication Quality of Red Historical Cultural Content

In the communication process of Red historical culture, the quality of content is the key factor to determine the communication effect. Therefore, we must focus on improving the quality of the content and ensuring the accuracy, authority and educative nature of the information. This means that the communication content should be based on facts, comprehensively and objectively display the connotation of Red historical culture, and avoid any form of information distortion. At the same time, the content should be close to the needs of the audience, and tell the Red stories in a vivid way to convey the Red spirit so as to enhance the audience's sense of identity and belonging. By digging deep into the Red historical cultural resources, the depth and breadth of the content are enhanced to make it both educational and attractive.

4.2 Strengthening the Planning and Organization of the Communication of Red Historical Culture

In order to enhance the communication effect of Red historical culture, it is very important to carefully plan and organize various activities for communication, which involves the organization of diverse Red theme activities. For examples, Red film panorama can bring back the charm of classic revolutionary films to arouse the audience's admiration for the revolutionists; Experts, scholars or veteran Red Army men can be invited to tell the revolutionary process, and convey the profound connotation of the Red spirit on the lectures of Red stories; The concert of Red songs can remind people of their memory about revolutionary history with melodies and lyrics. These activities not only allow the Red historical culture to penetrate into communities, schools and enterprises and institutions, but also stimulate the emotional resonance of the public and enhance the cultural identity. At the same time, combined with the communication characteristics of modern society, we adopt the joint co-development pattern online and offline to closely integrate the Red historical culture with modern life. Online, new media channels such as social media, network forums and webcast platforms are used to publish the content related to Red historical culture to attract young people to pay close attention to and participate in the publicity of Red culture. Offline, substantial activities can be organized to make people experience the charm of Red historical culture in real life. These diversified modes of communication not only expand the coverage of Red historical culture, but also enhance its influence, so that more people can contact and understand the rich connotation of Red historical culture.

4.3 Innovating the Communication Forms of Red Historical Culture

In the new media era, innovation is an important means to improve the communication effect. We should combine the characteristics of new media to explore various communication forms, such as making short videos, doing webcasts, designing H5 pages, etc., which can better adapt to the reading habits and the receive modes of information of modern people. Short videos can attract the attention of young people quickly because they are characterized by being short and pithy, and easy to spread. Webcasts allow the audience to participate in real time and enhance the interactivity; The H5 pages can provide immersive experiences through rich animation and interactive design. These innovative forms can enhance the appeal of Red historical culture, and make it more influential among young groups.

4.4 Strengthening the Communication Team Development of Red Historical Culture

The quality and ability of the team are directly related to the communication effect of Red historical culture. Therefore, we need to train a professional team to communicate Red historical culture. This includes that the training and selection of cultural communicators should be strengthened to communicate Red historical culture, upgrade their professional knowledge and skills, and make them better understand and communicate Red historical culture. At the same time, the cultural communicators should be encouraged to do deep research on Red history and improve their theoretical and practical ability. A high-quality and specialized team should be built to provide strong talent support for the communication of Red historical culture.

5. Conclusion

From the perspective of new media, the communication of Red historical culture is facing unprecedented opportunities and challenges. We should fully understand the communication characteristics of new media, seize the opportunities, deal with the challenges, and strengthen the communication of Red historical culture to contribute to the great rejuvenation of the Chinese nation.

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