

The Application of Cultural Elements in News Communication

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Abstract: Integrating cultural elements into news communication can effectively improve its own influence and social value, and meet the basic needs of the public. This paper discusses and analyzes the application of cultural elements in news communication. Combined with a brief overview and impact, it effectively promotes the wide dissemination of news content and achieves good interactive communication with the audience from the aspects of fully controlling information sources, strengthening the attention of humanistic care content, and emphasizing the self-discipline of news staff. To meet their basic needs for receiving information and promote the stable development of the news industry.

Keywords: Cultural elements; News dissemination; Apply

Introduction:

For news communication, cultural elements have a very significant impact, and staff can properly integrate them into the creation of news content, which can not only fully meet the public's strong demand for news content under the background of a highly open society, so that news communication can get more stable support and guarantee, but also effectively realize friendly communication and interaction with news audiences. On the one hand, it will promote the sustainable development of the news industry in the future, and on the other hand, it will make the inner charm of the excellent traditional Chinese cultural elements realize the inheritance and promotion of a wide range with full recognition and support.

1. A brief overview of traditional Chinese cultural elements

According to relevant literature records, as a great country inherited for thousands of years, there are relatively more types of traditional cultural elements, among which, the totem auspicious, mainly dragon, phoenix, kirin and so on, which respectively represent different symbolic meanings, is an important spiritual guidance in a few areas. The ideological education is mainly famous for Confucianism and Taoism, among which the representatives of Confucianism, Confucius and Mencius, with their representative works and related theories, have always occupied an important influential position in the education industry. The representative figures of Taoism are mainly Lao-tzu and Zhuangzi. The Tao Te Ching and South China Classic, which advocate the relevant theories of nature and rule without action, are important ideological guidelines in peacetime. In addition, China's music and opera culture is also relatively famous, such as the guzheng, erhu, suona, gongs and drums and other instruments, can play more deeply rooted music. In addition, operas of various regional schools, through the organic integration of culture with music, acrobatics, dance, and so on, gradually formed a variety of opera with their own characteristics, and Beijing Opera, Yu opera, Yue opera and so on with their own advantages and characteristics, successfully stood out from more than 300 opera types, so that more people can truly feel the opera culture interpretation, the effective embodiment of traditional cultural elements. In addition to the above several traditional cultural elements, there are paper-cutting, New Year pictures, food, etc., which jointly shape the Chinese traditional culture with full personalized colors.

2. The important influence of the application of cultural elements in news communication

As we all know, traditional cultural elements are closely related to news communication. Therefore, in order to effectively improve the communication quality of news content, we must make full use of the relationship between the two, and take this as the basis for

in-depth exploration of the interaction effect between the staff and the audience in news communication activities, which is guided by subjective initiative. Cultural expressions with strong social value attributes.

Moreover, in the context of the progress of The Times and in combination with the unique development system of news, news and communication staff can pay more attention to and attach importance to the application of cultural elements, fully clarify the relationship between information sources, communication channels and audience groups, grasp the subjective demands and opinions of the masses, and optimize the overall effect of communication and interaction. It enables cultural elements to form a variety of different forms of expression, and plays an important role in promoting the inheritance and promotion of traditional Chinese culture.

First of all, at the level of information sources and audience groups, the former mainly refers to objectively existing news facts, while the latter is the subject receiving news communication. In order to effectively promote the improvement of the influence of news communication content, it is necessary to start from the news content, ensure its reliable authenticity, and select appropriate information sources based on the actual situation. Alternatively, information sources can be screened according to the acceptability and selection of news audiences, so that news content can still meet specific requirements and standards after transmission^[1]. For example, when selecting information sources, news and communication workers can take the content that actually happened around them or that the public is interested in as the creation object, and at the same time, they can appropriately handle it and choose appropriate cultural elements to integrate it, so that it can gradually become a higher social discussion hotspot after extensive dissemination, and drive the organic expansion of the influence of news content. We will promote the stable development of the news and communication industry.

Secondly, in terms of audience and communication channels, traditional news communication channels used to be relatively fixed, usually television, newspaper, etc. Although the authenticity is guaranteed, the timeliness is obviously interfered with and hindered. The use of traditional information communication channels by news communication staff will not effectively enhance the communication effect of news content. Therefore, with the rise and wide application of Internet technology, news and communication workers can make full use of modern digital information technology to broaden the overall channel of news and communication, break the traditional mode of news and communication, and enable more audiences to enjoy the Internet environment. Learn diversified news information, so as to successfully realize role transformation, strengthen the penetration of cultural elements, and give cultural communication a stronger internal driving force.

3. Apply cultural elements to the main ways of news dissemination

3.1 Adjust the control tightness of the information source gate

In the process of news communication, the relevant information carried by various objective events that actually exist or occur can be used as the main link of news content. However, considering the obvious class attribute of news itself, an invisible gate or checkpoint is usually set at the exit of the information source in order to avoid serious deviation between the authenticity and the communication effect and the ideal goal. Therefore, during the period of news communication, relevant staff can organically adjust and control the speed, efficiency and scale of information release at the information source gate according to the actual situation, and gradually complete the management and control of the information source gate from tight to loose. On the one hand, it can exert a good restriction and control effect on the overall information content of news communication, so that its intrinsic value can be presented in a more comprehensive space; on the other hand, by integrating cultural elements, it can reduce the interference and restriction of multiple influential factors, make news communication more positive content, and give it higher social impact value^[2].

3.2 Pay more attention to humanistic care

In short, in order to improve the application effect of cultural elements in the process of news communication, relevant staff must pay more attention to and pay attention to humanistic care, and appropriately increase the publicity of humanistic care in news communication channels, so that cultural elements can be fully injected and integrated into the current news communication, so that it can actively promote positive energy and have a higher social influence. For example, the earthquake disaster in Wenchuan, Sichuan Province in 2008 not only caused a large number of people to be displaced, the loss of the former harmonious home, but also took relatives and friends around the survivors. At this time, news and communication workers can properly spread the concept of humanistic care, understand and grasp the value development trend of humanistic care at this stage, and create more positive characters. Through this way of news communication, it can not only play a comforting effect on the psychology of the disaster-stricken people, but also make the vast number of disaster-stricken people realize the spirit of humanism with the help of diversified

forms of news communication, and put on a new social value for news communication.

In addition, in recent years, the number of entertainment talent shows in China has increased significantly, and the director will turn the program into the corresponding news topic according to the social hot spots, thus increasing the audience's attention to the program and driving a significant increase in the audience rating. However, it frequently takes personal attacks as the main focus, and humanistic values are gradually replaced by entertainment. In order to avoid the occurrence and occurrence of such situations, it is necessary to pay more attention to them, clarify the mainstream values of the program, correctly play the role of consciousness guidance, improve the internal driving effect of cultural elements in the program, and provide good reference for news communication [3].

3.3 Fully emphasize the self-discipline of news and communication personnel

Considering that the overall communication value of news content can be effectively improved by integrating cultural elements into news communication work, with the continuous progress and development of society, the news industry must optimize and improve the professional ability and comprehensive quality of news communication staff in all aspects, requiring every news and communication worker to improve their daily work. Self-discipline and self-improvement can make the content of news communication have higher value and influence, and effectively broaden the development channels of news communication. For example, as a more open way of communication and interaction at present, news and communication workers can take advantage of the network platform to make up for and improve the disadvantages of traditional news and communication, so that China's news and communication industry will gradually develop in the direction of intelligence and modernization in the future.

Conclusion:

To sum up, the application of cultural elements in news communication, on the one hand, can improve the overall quality of news content, so that it can fully meet the basic needs of social groups for news, on the other hand, it can realize the inheritance and promotion of traditional excellent cultural elements. Therefore, in order to better promote the application process of cultural elements, relevant staff need to keep up with the changing trend of the development of The Times, further explore the specific application ways of cultural elements in news communication, give play to its own social guiding function, and bring more far-reaching positive impact to the news media containing cultural elements.

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