Communication Dimension of National Culture of Newspaper Supplement

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Keywords: national culture; the supplement of "Beauty of Cloud"; communication dimension; time significance

Abstract: The communication ecology and social change brought by the new media environment make the cultural connotations of newspapers increasingly prominent. The long-term accumulation of historical culture makes Yunnan form a unique national culture, and the record and mining, arrangement and inheritance, protection and development of these cultures are important approaches to build a harmonious socialist society and realize the great-leap-forward development of economic and culture in ethnic areas. The paper takes the supplement "Beauty of Cloud" of the regional party newspaper "Yunnan Daily" as the research object, and reviews the communication dimension of national culture of newspaper supplement and its time significance.

1. Introduction

Economic globalization becomes increasingly obvious with each passing day, the means of cultural communication tends to be diversified, and the exchanges and collision between different cultures are strengthened as well. People's demand for spiritual consumption is growing, which makes the national culture gain the resource value available for excavation in the difference. Since its birth, newspaper supplement has promoted the development of regional and national culture and it is the component that can reflect the newspaper's cultural identity, regional cultural characteristics and national cultural quality best. Newspaper supplement becomes a brilliant sight for the production and construction of its national culture, and can provide an extremely precious "living social development history" for studying the occurrence, development and evolution of ethnic areas and regional society. This paper takes the supplement "Yunnan Daily • Beauty of Cloud" as the research object, and explores the communication dimension of national culture of newspaper supplement and its time significance.

2. Culture and national culture

The British anthropologist Edward·Taylor defines ‘culture’ as follows: "Culture or civilization, in its broadest sense of ethnology, refers to the complex of all knowledge, religion, arts, morality, law, customs and any other capability and habit grasped and accepted by persons as social members."[1] Geertz believes that culture is described as the process in which people constantly give meanings to the events they see and happen to them; therefore, the path to search for culture is the process of meaning endowment of returning to the realistic context, and he attempts to describe the process through “thick description”.[2] The culture with anthropological meaning refers to the entire national life style, as well as the social heritage obtained by individuals from the group. Culture has laid the foundation of society. It not only assumes unprecedented responsibility in the social system, but determines the implementation of the social system as well as its effects, and culture affects the development of people and society.

"Nation" in Chinese society can refer to both modern nation and various regional communities in different stages of social and historical development at all times and in all over the world.[3] National culture refers to the culture with its own national characteristics that each ethnic group has created and developed in its historical development, and it is the cultural foundation for the survival and development of the nation.
From a cultural point of view, Yunnan is located in the intersection of Han culture, Tibetan culture, Indian culture and Southeast Asian culture in Central Plains; from a political structure point of view, Yunnan has been on the margins governed by the Central Plains Dynasty for more than two thousand years. The characteristics of diversity, localism, marginality and inclusiveness of Yunnan national culture has provided abundant materials and broad space for the production and construction of culture. Because of its strong informative and cultural property, newspaper supplement can provide important reference materials for studying a region’s folklore, history and sociology, which has great value of media transmission. The cognition, understanding and identification of national culture is a socialization process, which is based on the observation of others and oneself, and newspaper supplement has provided an important approach.

3. The dimension of spreading national culture by the supplement of "Beauty of Cloud"

Newspaper supplement is a subsystem of news culture, which shows the changes of social culture in a concrete and intuitive manner, and reflects people's life style, emotional way and ideological form in different periods. "Yunnan Daily" is a newspaper of Yunnan Provincial Party Committee of the Communist Party of China, which was founded in 1950. It is a highly authoritative, credible and influential newspaper in Yunnan province. The publication of the supplement of "Beauty of Cloud" is aimed at disseminating excellent national culture in Yunnan and serving as the mainstream cultural position of Party newspapers. From its layout practice, it mainly disseminates national culture from three dimensions.

3.1 The dimension of “folk customs” and “scenery”

In the long-term historical changes, the people of all ethnic groups in Yunnan have created, accumulated and inherited a distinctive national culture, showing a rich and colorful cultural form. In the aspect of performing arts, Yunnan has “Dynamic Yunnan”, “Mountains Rivers Show”, “Butterfly Dream”, “Naxi Ancient Music” and other excellent works. In terms of films and television, Yunnan has made "When Ruo Ma was Seventeen", "Huayao Bride In Shangri-La", "Red River" and other films, "Soldiers and Their Commander", "Chinese Expeditionary Force", "Western Yunnan 1944", "Story of Mu's Residence", "Dragon Gate Inn" and other TV plays. In the national folk arts and crafts, Yunnan has Heqing silverware, Gejiu tinware, Jianshui purple pottery, Jianchuan woodcarving, the Yi nationality’s embroidery and other brands. In traditional festivals, there are the Water-Sprinkling Festival of the Dai nationality, the Torch Festival of the Yi nationality, Third Month Fair of the Bai nationality and the like in Yunnan province.

Newspaper supplement has always been different from other media's cultural functions. It has its unique way of cultural transmission and is much longer than the original works with strong interesting and cultural characteristics. It has become “a blood linkage to nourish national culture”. It has become one of the main communication dimensions of newspaper supplement to record the rich and colorful "folk customs" and "scenery" in Yunnan. These cultural brands have distinctive geographical and national cultural characteristics, which have played a significant role in driving the development of Yunnan's cultural industries and have drawn the attention of the world.

3.2 The dimension of “national spirit” and “family-country feelings”

The precipitation and tempering of history have endowed Yunnan national culture with a strong temperament, and the Anti-Japanese War in Yunnan is an inseparable part of the nationwide Anti-Japanese War of Chinese people. Because of its special geographical position, Yunnan "takes the responsibility of the whole nation in a corner", which plays an indispensable role in maintaining the life line of China's war of resistance against Japan and winning China's Anti-Japanese War. As the great rear of the War of Resistance, the people of Yunnan have guaranteed the life supply of a large number of external population and the army under extremely difficult circumstances, Yunnan people have built the Yunnan-Burma railway, Yunnan-Burma highway, built a large number of airports and supported the front lines, reflecting the national spirit and family-country feelings of daring to take responsibility and having the courage to sacrifice. These articles have become
valuable historical data for collecting, sorting, preserving and studying the Anti-Japanese War in Yunnan, which fully embodies the function of cultural archives of the supplement.

3.3 The dimension of “people oriented” and “the true, the good and the beautiful”

All social existences are closely related to the individuals who constitute the society, and are generated from individuals and their behaviors. After all, culture is the existence mode and life style of human beings, it is rooted in the social activities and daily life of the general public and created and reflected through the daily practice of the general public. The daily life of grass-root class of the social public is the most basic factor of cultural genes, and its importance is self-evident. The supplement of "Beauty of Cloud" reflects the "people-oriented" principle in the presentation of contents, and thereinto, the edition of "Beauty of Cloud • Spring Tide" specially solicits contributions from the public, and its articles have a very strong flavor of life, or write the firewood, rice, oil, salt, sauce, vinegar and tea in life, or describe the mountains and rivers-landscape as well as historical culture of Yunnan.

In the survival and development, people have both the pursuit of material living conditions and spiritual pursuit. Only in the pursuit and manufacture of truth, goodness and beauty, people can meet their basic needs and achieve their own overall development to the maximum. The edition of "Beauty of Cloud • Yunnan Stories" specially launches the reports of typical personas in Yunnan, and convey the spiritual quality of Yunnan people's pioneering spirit, reform and endeavor through the wonderful, fresh and infectious stories one after another. For example, the article ‘Warm Group Images’ on the Yunling Land on the 6th edition on February 26, 2017 focuses on 25 ordinary people who are published on the "List of 2016 Chinese Moral Models" and outline the ‘Warm Group Images’ on the Yunling Land. The value orientation of media transmission can become the "spiritual homeland" to maintain social moral order and form an important basis for judging social moral belief.

4. Time significance of national culture communication of newspaper supplement

4.1 Reflecting the cultural self-consciousness of the media

With the development of new media technology represented by the Internet, the cultural ecology of “decentration”, “superficial trend”, “fragmentization” and “non-mainstream” challenges the production and construction of national culture, and how to maintain the ideology and spirit system of minority areas becomes the problem the cultural transmission of the media needs to think about. As a traditional culture of globalization, national culture is a symbol of the genetic gene of a nation. Mining, sorting, reproducing and inheriting national culture shows a cultural self-consciousness of the media, demonstrates a cultural nostalgia in modern trend of thought, and expresses a spirit inspirational force in the national narrative of a traditional culture. The existence of newspaper supplements provides an effective way to preserve the original value system and regional memory of national culture.

4.2 Conserving the ecology of national culture

Joseph·Nye put forward the concept of ‘cultural soft power’ in the late 1990s. National culture maintains the survival and development of a nation and becomes the spiritual power of national regional development. With the deepening of modernization, cultural exchanges between regions become even more frequent, and minority areas will also be deeply involved in the process of globalization. Any nation must be not merely based on their own economic strength, but also on their own unique culture. As a "static garden plot", newspaper supplement provides the most suitable platform for the interpretation and inheritance of national culture. Newspaper supplement can cultivate the ecological environment of national culture and provide basic conditions for the continuous reproduction of national culture by shaping the self-confidence and increasing the propaganda of national culture. In the meanwhile, newspaper supplement can encourage the public to actively participate in ethnic and cultural activities and festival celebrations, intensify the
protection of cultural heritages, especially the intangible cultural heritage so that the concept of protecting national culture enjoys popular support.

5. Epilogue

New media not merely impacts the survival and development of newspapers, but deconstructs the cultural values of the media. The communication ecology and social transformation brought by the new media highlight the cultural connotation of newspapers, and the cultural functions of newspapers should be strengthened and protected in the context of new media even more. To build a platform for national cultural communication and cultural exchange, it is necessary for the society to pay more attention to and deepen its understanding of national culture, and the self-consciousness of national culture seems to be especially critical. The modernization transformation of multi-ethnic residential areas not only need to be advanced further in the industrial upgrading and economic level, but require to shape a cultural community that reflects the spiritual world of national culture, and regional newspapers are the best platform for integrating national culture and reflecting the needs of national spirit.

References:

