A Study on the Communication Strategies of Tang Poetry Integration

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Abstract. Mr. Zhu Yuebing initiated the way of Tang poetry, which attracted more and more experts and scholars' attention. In order to further excavate and inherit and popularize the profound culture of the Tang poetry road, this paper puts forward some suggestions on the integration and transmission strategy of the Tang poetry road based on the current research and communication situation, and promotes the positive combination of the poetry road culture belt in the content and channel.

1. The Necessity of the Integration and Transmission of Tang Poetry

In October 2020, Yuan Jiajun, secretary of the provincial party committee, pointed out in his instructions that the construction of a high level of poetry and road culture belt is an inherent requirement for comprehensively displaying Zhejiang's poetry and painting landscape, promoting the construction of beautiful Zhejiang and cultural Zhejiang, and is an important measure to faithfully carry out the "eight-eighth Strategy" and strive to create an "important window "[1]. The concept of the road of Tang poetry was first proposed by Professor Zhu Yuebing of Xinchang County, Zhejiang Province. From the geographical concept to the deep meaning of the ideological line, the relevant research has been deepening since it was proposed.

At present, the rapid development of the Internet, mobile terminal penetration rate continues to improve, the change of technology has brought about changes in people's needs. Digital media content is favored by people because of its stronger interactivity, diversity of presentation mode, convenience and easy access, which has caused a huge impact on the traditional media based on paper media, and the import value has been greatly reduced. So the traditional media also began to seek a way out of transformation and development, media integration came into being[2].

Media fusion is the organic combination of traditional media such as newspapers, television, radio and other traditional media with mobile phones, tablets and other new media terminals, based on the Internet to integrate the allocation of communication resources, and finally derive different forms of information products to the audience. With the help of the new way of media integration, the promotion of Tang poetry road not only obtains the transformation of communication mode on the basis of its own unique resources, history, geography and political advantages, but also provides a new example for the development of cultural tourism resources.

2. The Lack of Integration and Communication of Tang Poetry

To this day, although the achievements of academic research on the road of Tang poetry are rich, the government and scholars have made many contributions to the actual construction, but they have failed to form a hot spot of the times, the international influence is not high and the scope of influence is limited. It is not difficult to find that there are obvious shortcomings in the communication and integration of the back end in the construction of Tang poetry road:
2.1. Single Form of Media

In the construction of Tang poetry road, there are the characteristics of emphasizing research and neglecting propaganda. The media is mainly traditional paper media, and the degree of digitization is not high. Related research results such as papers, books, classics and other documents, involving literature, geography, religion, language, anthropology and many other disciplines, the base is large, but the way of presentation is still mainly paper; although there is a certain number of publicity activities, tourist attractions, but mainly official media, shaking sound, fast hand and other self-media platform penetration is insufficient, in the young group is less well-known.

2.2. Lack of Clear Image Orientation

The image of Tang poetry is vague, and the popularity of scenic spots is often greater than that of Tang poetry itself. Externally, although the road of Tang poetry has rich cultural and tourism resources, it has not excavated its own differentiated tourism image from other regional cultural symbols; internally, the construction of the four poetry roads in the cultural belt of the Poetry Road lacks coordination, and the regional brands are self-made, and there is no complete brand orientation, leading to the popularity and shadow of some scenic spots such as Tiantai Mountain and Lingyin Temple. The influence is higher than the road of Tang poetry itself, and the brand characteristics and advantages of poetry road have not been condensed and concentrated.

2.3. Serious Brand Loss

Relying on the profound historical and cultural resources and a large number of famous tourist attractions, the road of Tang poetry has rich brand resources such as trademarks and domain names. However, the phenomenon that the names of scenic spots and plants with the nature of public resources such as scenic spots and plants have been rush registered[3], which affects the overall brand quality of the road. The existing resources lack of network access to spread, appears more passive, communication efficiency is poor, the characteristic brand has not been fully displayed and retained.

2.4. Lack of International Vision

There are some problems such as the small number of languages, the non-unification of translation words and the non-conformity of the concept of Tang poetry road, which hinder the internationalization of Tang poetry road. International academic seminars and other exchange and cooperation projects are few, limiting the spread of culture and academic research. The road of Tang poetry has many religious shrines and plays an important role in the Sinicization of Buddhism. Every year, many international tourists come to the religious shrine to worship. How to create the overall brand image of Tang poetry road in this process is particularly important.


Under the background of the new media era, the integration and transmission of Tang poetry adapt to the current trend. If we want to make full use of the advantages of media integration, form a brand image of poetry road with high recognition, and create a high-heat tourist destination at home and abroad, we can integrate from the following angles:

3.1. New and Old Media Fusion

In order to establish a fusion communication system, the road of Tang poetry should first find its own supporting media in the process of the integration of new and old media and the transformation of traditional media, explore the path of the integration of new and old culture, and make the old media culture provide spiritual support for the new media culture.

The communication content of Tang poetry road is diverse and complex, so it is more difficult to
open the communication channel. For the old "media culture ", because the environment, audience characteristics will not adapt to the current media environment, so it is necessary to innovate the old and backward parts, expand and extend the guiding content and the current media integration practice. With the old media accumulated their own communication resources to build a platform for Tang poetry. Secondly, through the digital communication means of new media, the re-creation of the fine cultural content of Tang poetry road, the promotion of tourism resources and the extension of the cultural tourism industry chain are realized.

3.2. Communication Audience Integration

The communication audience of Tang poetry can be divided into local people, provincial outsiders and foreign people from the region, and can be divided into young people, middle-aged people and the elderly from the age structure.

The integration of regional audience, to solve the Tang poetry road communication cross-regional space problem, due to the region caused by different family background, work income, leisure time group psychological distance problem, cultural and language barriers between different regions, countries on the impact of communication effect, since the development of media, new media provides a perfect solution. With the help of network media such as shaking sound, Weibo, digital newspaper and so on, we can break the limitation of regional space and weaken the influence of space distance on communication effect; launch different media products to different audiences with different psychological distance. Use the convenience of new media to produce native language tourism translation text for different countries to find cultural intersection to get recognition.

In terms of age structure, the difference between different age audiences mainly lies in the choice of communication content-young people prefer novel and strange content, while middle-aged people pay attention to pragmatic, emotional, fashion topics, and the elderly have more leisure time to watch drama, sketch, crosstalk and other entertainment content. In the process of spreading Tang poetry, it is necessary to construct a communication matrix spanning many ages and make different communication contents for different age audiences.

3.3. Professional Integration

When the Internet technology and new means of communication are fully used in the integration of communication, the times for the number and quality of professionals in this area are also constantly improving:

First, the integration of news collection, editing, operation and other aspects of technical personnel, from the mass of text, audio, pictures, video collection of popular style, through efficient and coordinated material processing and distribution into the major platforms, and then by the operation and technical personnel to achieve the final news presentation, as far as possible to occupy the head news, expand the influence of Tang poetry road[4]; second, the integration and excavation of their own resources, which requires the relevant research scholars and practitioners to coordinate, the integration of cultural tourism work, the study of Tang poetry road of relevant personnel, the integration of theory and practice, enrich the dissemination of content; Thirdly, the integration of interdisciplinary talents in public relations, advertising and translation is conducive to the construction of domestic and international brand image. The content communication of Tang poetry road needs the cooperation of public relations and advertising thinking and the translation with cultural depth. Fourth, the integration of intellectual property talents, the authorization of IP and trademark domain names should not be ignored, the loss of brand image of Tang poetry road and the patent protection of IP products derived from Tang poetry road need to be safeguarded by law.

3.4. Digital Technology Integration

The construction of the integrated communication system of Tang poetry cannot be separated from
the support of digital technology. Mainstream digital technologies include AR, VR digital virtual display technology, internet technology, big data cloud computing technology, blockchain technology, fifth generation mobile communication technology. Through immersive, personalized communication means to open a new channel for the dissemination of Tang poetry road, relying on media integration and integration of all media resources, to achieve multi-platform, multi-terminal, multi-agent communication architecture, to give the audience a better experience.

At the same time, in the process of digital technology fusion, we should pay special attention to the needs of technology fear users[5], find a suitable point in content and presentation, and not blindly innovate. Especially for the elderly, the ability to accept new technologies is poor. In the process of technology realization, friendly aids can be added or barrier-free systems can be introduced to reduce the barriers to their access to information so that the integration of Tang poetry transmission has a higher popularity.

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