Online Game-Culture to the Sea Carrier

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Abstract. Culture is the soul of a country and a nation. With the development of network technology and the rapid growth of the number of Internet users, the influx of various cultures into China not only affects the spread of Chinese traditional culture and brings cultural and cultural security issues. The “Belt and Road” policy emphasizes that Chinese culture is going global. Culturally speaking, it not only increases the proportion of China's international trade, but also is an important way to spread Chinese culture and prevent cultural invasion. From the perspective of cultural security and cultural output, this paper demonstrates that online games must become one of the important carriers of cultural output, and puts forward some suggestions for using online games to complete the inheritance of Chinese traditional culture and realize the cultural going out.

Introduction

Culture is not only an integral part of a country's comprehensive strength, but also determines the cause of the rejuvenation of the whole nation. On the other hand, in the whole international trade, the cultural trade is the fastest development. China's "Belt and Road" policy particularly emphasizes the Chinese culture going out. The culture of sea not only increases the proportion of China's international trade, but also is an important way to spread Chinese culture and defend cultural invasion.

The emergence of new media applications based on mobile devices and social networks has been linked to China's largest Internet user base, increased spending power, and the pursuit of new technology's consumption characteristics. At the same time, China vigorously popularize undergraduate, Master's education has accumulated a large number of talent, the state from the policy level to encourage the excellent traditional culture of universal education, more talents to participate in the development and dissemination of cultural products. Because online games do not require audiences to have a consistent cultural background and values, software can connect audiences around the world. At the same time, the use of network games in various levels will be the effective combination of culture and entertainment, the audience to the cultural acceptance of the high, we believe that the network game is a very good culture of the carrier of the sea. This paper, from the perspective of cultural security and cultural output, studies the main problems of the transmission of Chinese traditional culture by game-culture carrier.

Online Game Must Become the Excellent Carrier of Chinese Traditional Culture to Sea

The Definition of Chinese Traditional Cultural Concept Based on the Angle of Network Game

Tradition refers to people's thought, culture, morals, customs, art, system and behavior mode, which have invisible influence and restraint on people's social behavior. "Nothing in this world is more elusive than culture. We cannot analyze it because its composition is endless; we cannot narrate it because it has no fixed shape," said Yu Qiuyu, a contemporary cultural scholar, in the book "What Is Culture".[1] Chinese Traditional culture is the fundamental creativity of the achievements of Chinese civilization, and it is the whole of moral inheritance, various cultural thoughts and spiritual ideology in national history. From the perspective of traditional culture in the online game, we
divide the traditional Chinese culture into four categories, considering that Chinese wushu has become a Chinese traditional cultural symbol, we separately classify it as one kind:

① presents the culture of the kind: including Chinese opera culture, such as Beijing Opera, Kunqu, minor and so on; Chinese costume culture, such as Chinese clothing, cheongsam, wedding clothing, etc. China's architectural culture, such as the Forbidden City, the Summer Palace, the Great Wall, etc.; Chinese traditional literary works, such as the four classics, history books, Siku, etc. China's celebrity culture, such as Li Bai, du Fu, Sima Qian, Wang Xizhi and so on. ② has the distinctive regional characteristics, the characteristics of the traditional festivals, customs and food culture: including Chinese Traditional festival Spring Festival, Dragon Boat Festival dragon Boat Races, eat zongzi, traditional elderly festival double Ninth Festival, China's Valentine's Day Gregorian calendar festival. Food culture, tea culture, wine culture, the major cuisines of the culture. ③ Famous International Chinese Wushu: including Shaolin Boxing, Drunken Master, Nanquan, Yong Chun, Tai Chi, Mantis boxing. ④ embodies the philosophical thought of Chinese wisdom: including Confucius Confucian thought, Lao Zhuang's Taoist thought, Han Fei Zi's legalism thought, Wang Yangming's heart study and so on.

The author in this survey issued a total of 130 questionnaires, effectively filled out a total of 130, in the 130 questionnaires, about the different strata of the traditional culture of all aspects of the understanding of the basic flat, but the more prominent is the dress culture, folk culture in figure 1.

The Inevitability and Feasibility of Network Game Becoming the Carrier of Culture Communication

China's online game industry has developed rapidly, the global game market in 2016, the size of 101.1 billion U.S. dollars, the 2020 global game market is expected to reach 128.5 billion U.S. dollars. [2] The Asia-Pacific Games market was around $51.2 billion trillion in 2017, 47.1% in the global market and 24.8% in the North American region, and the Asia-Pacific region has become the global game market growth engine. 2017 Chinese game manufacturers to sea enthusiasm, self-research online game overseas operating income of about $7.61 billion, growth 10.0%[3].

Table 1. How often the audience plays the game.

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a day</td>
<td>55</td>
<td>42.13%</td>
</tr>
<tr>
<td>Two days more than one time</td>
<td>11</td>
<td>8.46%</td>
</tr>
<tr>
<td>Three days more than one time</td>
<td>17</td>
<td>13.08%</td>
</tr>
<tr>
<td>Other</td>
<td>47</td>
<td>36.15%</td>
</tr>
</tbody>
</table>

Hofstede points out that culture is made up of different levels, and that the layers are not independent but mutually influential [4]. We believe that the outermost layer of culture is the symbolic level, that is, how different cultures appear, including language, clothing, architecture, food and other human eyes visible. The inner layer is a behavioral stratum representing the nature of social norm, which mainly manifests as etiquette, various customs and traditional festivals. The core layer is the values, the expression of the value of their own existence, cognition of human relations and so on. The game can be based on these three levels to complete a different degree of cultural communication, symbol layer is the most easy to achieve, cool costumes, cultural characteristics of the building so that the audience sensory acceptance of high; etiquette, customs, traditional festivals can be separated from the storyline into the game, and values are the most difficult to achieve, while it is difficult to quickly, Effectively detects the audience's acceptance of values. Through the analysis of specific games, we explain the game from three different levels of communication culture.
McCombs, an American communication author, puts forward the theory of agenda setting, according to which we think online game is a form of mass media, and the mass media has the following characteristics. ① The mass media often cannot determine the specific views of a particular event or opinion, but it is possible to provide information and arrange relevant topics to effectively influence people's attention to certain facts and opinions, as well as their sequencing of arguments, which the media provides to the public is their agenda. ② the emphasis of the mass media on things and opinions is proportional to the attention of the audience, the theory emphasizes that the audience will change the awareness of the importance of things by the media, and take action on the events that the media deems important.③ the media agenda and the public agenda are not a simple match for the importance of the issue, which is related to the number of contacts with the mass media, the personal agenda of people who are often exposed to it and the agenda of the mass media is more consistent [5]. On the one hand, the market scale of online games is large, on the other hand, theoretically speaking, the network game this mass media way for the traditional culture communication feasibility. Therefore, why do I think the network game can be used as a carrier of cultural transmission inevitability and feasibility.

Table 2. The audience believes that the game link should include the traditional cultural elements

<table>
<thead>
<tr>
<th>Option</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>61</td>
<td>46.92%</td>
</tr>
<tr>
<td>Scene settings</td>
<td>91</td>
<td>70%</td>
</tr>
<tr>
<td>Plot</td>
<td>81</td>
<td>62.13%</td>
</tr>
<tr>
<td>Game dubbing</td>
<td>52</td>
<td>40%</td>
</tr>
<tr>
<td>Background music</td>
<td>71</td>
<td>54.62%</td>
</tr>
<tr>
<td>Character</td>
<td>98</td>
<td>75.38%</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>5.38%</td>
</tr>
</tbody>
</table>

Cross-cultural Communication Case Analysis in Online Games

The large multiplayer online role-playing game "World of Warcraft" developed by Blizzard Entertainment in the United States. "World of Warcraft" is the core of the "ring" as the representative of the European fantasy, and derived from the "Dragon and Underground City" and other fantasy culture, fantasy culture to build a world View of Warcraft Basic framework, with the unfolding of each story to absorb the European mythology, European history, with the release of the new version, different nationalities in various cultures, cultural symbols, religions and faiths around the world are embodied in a variety of Warcraft. In "World of Warcraft" due to the failure of the political layer of the Arathor Empire, it was divided into seven countries, such as the Kingdom of Stromgarde, which originated from the "Seven Kingdoms Era", which lasted for 400 years in England, and many stories originated from British history. Then World of Warcraft will be introduced into the culture, such as the Chinese culture is concentrated in the "Wow-the riddle of the Panda people." This version of the Great Wall, four gods, dragons, pandas and other typical Chinese traditional culture symbol layer contains content, while introducing a lot of Chinese traditional myths, and the whole story revolves around the panda people advocating the protection of the state, Tao Natural core values.

As shown in Figure two: If you can use Chinese history and traditional cultural elements together, design A and Japan's "kingdoms", the United States "Warcraft" similar to the Chinese native characteristics of the online games, 73.85% will accept and like.

Figure 2. Whether the audience accepts games based on traditional culture.
Online Game Industry Complete the Chinese Traditional Culture Inheritance and the Culture Sea Countermeasure Research

Make Full Use of the Audience to the Network Game Itself, Promote the Traditional Culture Spread

Audiences propagate culture through various tasks set in the game, and the audience enriches and feeds the game itself in the process of playing the game.[6]Currently popular games are often multiplayer online games, while developing companies and players tend to build forums and other properties of the platform to share the game experience. In fact, these behaviors make a social relationship between different cultural backgrounds and identity audiences through the virtual world. In this social relationship, the psychological characteristics of herd effect, social identity and so on are also appearing, and the audience will follow the behavior of an authoritative person and accept a group consciousness. Some veteran players will search, read a lot of information about the game’s cultural background, display their authority in the group, and even team up the game module, so that the characters in the game and history more consistent.

Figure 3. Whether the audience can understand the traditional cultural elements through the game.

Figure 4. Whether the audience can enjoy traditional cultural elements through the game.

Enhance the Deep-seated Communication between the Online Game Industry and the Publishing Industry and Promote the Deep Development of Both Sides

Online game development on time, content has a high demand, overseas market "Chinese peer" competition is fierce, Southeast Asia mobile game Trend homogenization [3]. If you want to develop a game like Blizzard's enduring, typical European and American cultural values, we must develop a game product with typical Chinese traditional culture. But in the game to add from the symbol layer, the behavior layer to the value layer different levels of traditional culture, developers and designers need to devote more and more time, at present, some of the games developed in China to complete the symbol layer and behavior layer, such as festivals, etiquette content presentation, and traditional culture spread the most important value of the content of the level is not enough. Core values into the game is not a simple color, picture, sound performance, the need for deep control of cultural connotation, and then design and development in different stages of the game to highlight the cultural characteristics, in the minds of the audience implanted cultural content. This will increase the workload of game developers and delay game development time. Time is life for game companies, and more money is needed if the project development time is prolonged.

These may affect the company's capital turnover, increase the risk investment, from the current game industry fierce competition, game companies will not take the risk. In the anti-view publishing industry, we have accumulated a large number of outstanding traditional cultural works, and there are many authors and editors who have unique insights into traditional culture.

Game companies and the publishing industry from the content and technical level of communication is very small, we believe that strengthening the two industry talent exchange is to improve the game company's traditional culture quickly into the game shortcut, but also to improve the competitiveness of the publishing industry an effective way.
Concluding Remarks

In the era of high-speed Internet development, we need to keep up with the trend of the times, the spread of traditional culture and the development of the Internet industry closely combined to break the inherent thinking, the network game as the carrier of Chinese excellent traditional culture, realize the game export, safeguard the national cultural security. Realize the Chinese traditional culture to go out, the culture to sea from the prospect into reality.

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References


