

The Dual Influence of Traditional Chinese Culture Communication on the Formation of Youth Values in the New Media Environment

-- Taking College Students as the Main Research Object

Peishuo Xue^{1, a}

¹School of Information Science and Technology, Beijing Institute of Technology, Zhuhai, 519088, China

^axueps@bitzh.edu.cn

Abstract

The cultivation of college students' values is a core issue of ideological and moral education for young people in the new era. As an important path to cultivate college students' correct values, traditional Chinese culture education has achieved innovative breakthroughs in communication forms and scope empowered by new media technologies, yet it has also bred many disorders due to the inherent characteristics of new media communication. Taking the communication of traditional Chinese culture in the new media environment as the research object, this paper systematically analyzes its positive value and practical negative impacts on the formation of college students' values in combination with the core characteristics of contemporary college students' values, and finds that the current communication of traditional Chinese culture has prominent problems such as fragmented content, emotional expression and strong subjective interpretation. Based on this, taking the entire communication process of "output-medium-reception" as the foothold, this paper puts forward targeted improvement suggestions of improving the professional competence of creators, strengthening the review authority of platforms and giving play to the leading function of school education. It aims to standardize the communication behavior of traditional Chinese culture from the root, improve the communication quality, and facilitate the positive guidance of traditional Chinese culture on the cultivation of college students' values.

Keywords

New Media; Traditional Chinese Culture Communication; College Students; Value Cultivation; Dual Influence.

1. Introduction

"A nation prospers when the youth thrive". As the backbone of the youth group, college students are an important fresh force for national development and social progress, and their value orientation directly determines the value orientation of the entire society in the future. General Secretary Xi Jinping emphasized that "the value orientation of young people determines the value orientation of the entire society in the future, and young people are in the period of forming and establishing their values, so it is very important to do a good job in the cultivation of values during this period" [1]. On the whole, contemporary college students hold a positive and enterprising value choice, but as they are still in a critical period of growth, their thoughts are not yet stable, their values are immature, and their ability to distinguish and filter

information needs to be improved, making them highly vulnerable to misleading by harmful external information [2].

In the new media environment, some capital operators take advantage of the cognitive characteristics of college students to spread wrong value orientations through online platforms. Decadent trends such as money worship and the cult of entertainment have poured into campuses, leading to problems such as blind consumption and indulgence in entertainment among some students, which highlights the practical urgency of guiding college students' values. China has a clear orientation for the cultivation of college students' values, the core of which is to guide them to practice socialist core values, foster a strong sense of national belonging and enhance cultural confidence. Relying on its profound traditional cultural heritage and distinct value orientation, traditional Chinese culture education has become an efficient path to optimize college students' values.

The self-cultivation methods, ideal pursuits and spiritual core contained in traditional Chinese culture can provide college students with a clear value coordinate and resist the erosion of utilitarian and nihilistic thoughts. Relevant studies have shown that there is a significant positive correlation between college students' cultural literacy and their values, and the more familiar they are with the development process of Chinese culture, the better their understanding and practice of socialist core values will be [3]. The rise of new media has provided a new path for the communication of traditional Chinese culture, breaking the temporal and spatial limitations of traditional communication, lowering the acceptance threshold in the form of short videos and interesting interpretations, and stimulating college students' enthusiasm for participation. However, the limitations of new media communication have also exerted certain negative impacts on the shaping of college students' values, which urgently need to be studied and improved.

2. Analysis of Relevant Concepts and Development Status

2.1. Core Characteristics of Contemporary College Students' Values

Contemporary college students' values refer to their overall views and value attitudes towards various things, which directly guide their daily behaviors and social practices [4]. From the perspective of overall orientation, being positive and enterprising is the mainstream feature of college students' values, and the vitality of the young group makes them hold a positive and optimistic cognition of things.

However, it is necessary to face up to the fact that college students' ideological growth and value shaping are not yet mature, their thinking and cognition are not fixed, and they lack the complete ability to distinguish and filter information, making them easy to be used by capital operators. In addition, some social and family factors are likely to induce their utilitarian tendency and amplify their demands for personal interests. In the new media environment, the widespread spread of wrong values erodes college students' value cognition and triggers many practical problems, which reflects the lack of guidance for college students' values and also confirms the practical necessity of traditional Chinese culture education. The self-cultivation norms, ideal pursuits and spiritual core in traditional Chinese culture can help college students establish a value coordinate and resist the erosion of harmful thoughts. Moreover, the deeper the understanding of Chinese culture, the higher the recognition and practice of socialist core values by college students [2]. Empowered by new media, traditional Chinese culture has broken through the limitations of traditional communication, infiltrated college students' thoughts in a way more in line with their acceptance habits, and helped them clarify the boundary of value judgment.

2.2. Development Characteristics of Traditional Chinese Culture Communication in the New Media Environment

Compared with the traditional communication mode of traditional Chinese culture, the communication of traditional Chinese culture in the new media environment highlights the subjective consciousness of participants, and breaks the communication barriers with the help of digital and intelligent interconnection technology, allowing a huge amount of traditional Chinese culture content to circulate widely on various online platforms through creators.

On platforms frequently used by college students such as WeChat, Douyin and Bilibili, creators organically integrate the core of traditional Chinese culture classics with current hot topics to create content with both attractiveness and ideological depth, attracting young people to participate in discussions. For example, Douyin creators transform the philosophy of traditional Chinese culture into vivid short videos with exquisite editing, and Bilibili UP hosts share their insights on studying traditional Chinese culture in humorous language, making obscure traditional Chinese culture content easy to understand. At the same time, the communication of traditional Chinese culture through new media has greatly expanded the interactive space. Netizens can conduct real-time communication and secondary communication through comments, likes and shares, promoting the in-depth connection between traditional Chinese culture classics and the audience, and highlighting the innovative advantages of traditional Chinese culture in the new media era.

2.3. Important Value of Traditional Chinese Culture Communication in the New Media Environment

In the environment constructed by new media, traditional Chinese culture is of great practical significance for shaping college students' values. College students' values have strong plasticity, so targeted educational guidance is particularly important. As a crystallization of the millennial wisdom of the Chinese ancestors, traditional Chinese culture condenses the survival wisdom of governing the country and helping the world, conducting oneself in society and cultivating one's morality. It can effectively alleviate college students' spiritual confusion and emptiness, make them internalize positive norms into personal behaviors through studying traditional Chinese culture, and realize the value transformation of making the past serve the present. Compared with exploring through setbacks in reality, this method is lower in cost and higher in efficiency. Traditional Chinese culture plays a positive role in developing college students' thinking and innovation abilities. Traditional Chinese culture classics contain a unique grand world outlook and can provide thinking guidance from various angles. For example, the tripartite thinking in *The I Ching* breaks through the dual opposition concept, helping college students break through cognitive limitations and stimulate thinking potential. Zeng Shiqiang, a master of traditional Chinese culture, once praised that "*The I Ching* is not knowledge, but a way of thinking, reflecting the thinking mode of the Chinese people".

In addition, traditional Chinese culture plays a key role in college students' self-cultivation, emotional regulation and psychological pressure resistance. *The Great Learning* puts "self-cultivation" at the top of "governing the family, governing the country and pacifying the world", highlighting the importance of personal accomplishment. The maxim "Cultivate one's morality through tranquility and nourish one's virtue through frugality" in Zhuge Liang's *Admonition to His Son* has practical guiding significance for contemporary college students who are impetuous. The emotional management thought in *The Doctrine of the Mean* and the concept of facing challenges directly in Wang Yangming's *Records of the Transmission and Practice of Confucianism* can all help college students improve their abilities of emotional regulation and setback response.

At the same time, with the advantages of new media communication, the patriotic feelings contained in traditional Chinese culture can be transmitted to college students on a large scale,

which not only promotes the continuation of the fine traditions of the Chinese nation, but also helps maintain cultural independence and stability and establish a positive national image. However, the inherent characteristics of new media communication also bring many challenges, which urgently need our in-depth research and countermeasures.

3. Negative Impacts of Traditional Chinese Culture Communication in the New Media Environment on the Formation of College Students' Values

While injecting innovative vitality into the communication of traditional Chinese culture, new media has made the communication of traditional Chinese culture fall into the development predicament of fragmentation, emotionalization and strong subjectivity due to its inherent characteristics of communication form, content production and communication logic. It has broken the systematicness and ideological nature of traditional Chinese culture itself, easily misled the cognition of college students with immature values and to-be-improved discrimination ability, and weakened the positive value of traditional Chinese culture education.

3.1. Fragmented Communication Content, Undermining the Systematicness and Completeness of Traditional Chinese Culture Thoughts

Fragmented reading is a typical phenomenon in the Internet age and an important derivative of new media communication [5]. New media communication is centered on "short, concise and fast", so the content of traditional Chinese culture has been continuously disassembled and cut in the communication process, showing obvious fragmented characteristics. On the one hand, to adapt to the forms of short videos and short graphic posts, creators only extract a few words and individual viewpoints from traditional Chinese culture classics for interpretation, disassembling the complete traditional Chinese culture system into isolated sentences and scattered truths, ignoring the context, ideological origin and logical connection of classic texts. On the other hand, the communication of traditional Chinese culture content through new media lacks systematic design, and the content pushed by platforms is messy and disorderly. College students are exposed to more scattered knowledge points, making it difficult for them to form an overall cognition of traditional Chinese culture thoughts. Furthermore, the fast pace of new media makes college students lack time for in-depth thinking, gradually losing the ability and patience to study traditional Chinese culture systematically and becoming impetuous in their hearts. It can be seen that fragmented communication has a particularly significant negative impact on the cultivation of college students' values: college students are in the stage of constructing logical thinking and systematic cognitive ability, and fragmented content makes them unable to understand the complete connotation of traditional Chinese culture thoughts, easily forming one-sided and biased cognition, and even producing understanding deviations. At the same time, it will make college students develop superficial and utilitarian reading habits, lose the ability to calm down and study classic texts in depth, making it difficult for them to absorb complete spiritual nutrients from traditional Chinese culture and undermining the positive guiding role of traditional Chinese culture in value cultivation.

3.2. Emotional Communication Expression, Weakening the Rationality and Speculation of Traditional Chinese Culture Communication

New media communication has distinct emotional orientation characteristics. In order to attract traffic and gain attention, some disseminators of traditional Chinese culture adopt emotional expression for content creation, making the communication of traditional Chinese culture fall into the misunderstanding of "emotion first, rationality absent". These disseminators interpret traditional Chinese culture in extreme and one-sided language, or deliberately amplify a certain thought for excessive emotional rendering. They either deify traditional Chinese culture as a "panacea for solving all problems", highly praising traditional

concepts while denying modern values; or completely negate the contemporary significance of traditional Chinese culture, simply labeling it as "feudal dross". Such extreme black-or-white views are easy to incite netizens' emotions, arouse one-sided resonance, and trigger disputes between opposing camps, while disseminators reap traffic from this.

Emotional expression in the communication of traditional Chinese culture is common on new media platforms frequently used by college students: some traditional Chinese culture bloggers on Douyin release face-to-camera videos, impulsively putting forward extreme views such as "the so-called traditional culture is all dross", and then one-sidedly proving the "negative value" of traditional Chinese culture with personal experience; some Bilibili UP hosts overemphasize tradition, advocating arguments such as "the wisdom of the ancestors is far superior to the present", ignoring the adaptability requirements of the times for traditional culture. In fact, only by systematically cognizing traditional Chinese culture and understanding its ideological core can we establish a scientific evaluation standard and make a reasonable choice of traditional wisdom. In addition, some creators take attacking respected masters of traditional Chinese culture as a means to gain followers, causing college students to have a crisis of trust in traditional Chinese culture. Moreover, the strong interactivity of new media has turned the comment section of traditional Chinese culture communication into a place for emotional catharsis, with frequent extreme remarks and even verbal wars, making the discussion of traditional Chinese culture deviate from the track of rational speculation.

College students have a strong ability to perceive emotions but their rational judgment ability is not yet fully formed, making them highly vulnerable to emotional content. Exposed to one-sided views wrapped in emotions, they find it difficult to form a comprehensive and rational cognition of traditional Chinese culture, and are prone to extreme cultural cognition - either blindly admiring traditional Chinese culture or stubbornly attacking and denying it. Only through systematic learning and experience of traditional Chinese culture can one be qualified to evaluate it. At the same time, long-term immersion in the atmosphere of emotional communication will continuously weaken college students' independent speculative ability, making them used to being guided by external emotions and following others' opinions, which has a negative impact on the formation of their rational and objective values.

3.3. Strong Subjectivity in Communication Interpretation, Deviating from the Core Connotation of Traditional Chinese Culture Classics

The interpretation of traditional Chinese culture classics should be based on solid literature research and rigorous academic research. In the new media environment, the threshold for the communication of traditional Chinese culture has been greatly lowered, and a large number of non-professional creators have poured in, leading to a strong subjectivity and one-sidedness in the interpretation of traditional Chinese culture content. Lacking systematic knowledge reserves and professional interpretation abilities of traditional Chinese culture, non-professional creators mostly interpret classics from the perspective of personal experience and subjective cognition, equating personal views with the original meaning of classics, forming a phenomenon of "expounding their own truths with the help of classics", which makes the interpretation content lack objectivity and scientificity. Professor Zeng Shiqiang thus sighed that "the less one understands, the louder one speaks".

Cases of subjective interpretation for college students are widespread: Zhihu bloggers interpret "The highest good is like water" in *Tao Te Ching* as "one should be tactful in life" to cater to college students' utilitarian needs for civil service examination and job hunting, deviating from its core connotation of "tolerance, altruism and adhering to one's original heart"; emotional bloggers on Xiaohongshu one-sidedly interpret "Hold your hand and grow old with you" in *The Book of Songs* as "one should give unconditionally in love", misleading college students to form wrong views on love. In addition, some creators interpret *The I Ching* as a tool for predicting

the good or bad luck of examinations and job hunting, guiding college students to buy fortune-telling interpretations, which not only distorts the philosophical value of *The I Ching*, but also misleads college students to generate feudal superstitious cognition.

College students have little contact with the original texts of traditional Chinese culture classics, and their cognition of traditional Chinese culture is mostly derived from the interpretation content on new media platforms. Subjective interpretations are easy to mislead them, making distorted and one-sided traditional Chinese culture thoughts take root in their minds first. Subjective interpretation lacks unified standards and norms, making college students fall into diverse and confused cognition, difficult to grasp the core connotation and spiritual essence of traditional Chinese culture, and ultimately weakening the positive value of traditional Chinese culture in the cultivation of college students' values.

4. Results and Discussion

Taking the communication of traditional Chinese culture in the new media environment as the research object, this paper adopts the methods of literature research and logical analysis, and systematically sorts out its communication characteristics and influence path on the formation of college students' values, drawing the following research results: new media technologies have brought innovative breakthroughs in the form and scope of traditional Chinese culture communication, breaking the temporal and spatial limitations of traditional communication in the form of short videos and interesting interpretations, and enabling the communication of traditional Chinese culture in a way more in line with college students' acceptance habits. Its core connotations such as self-cultivation methods, thinking wisdom and patriotic feelings can effectively establish a value coordinate for college students, alleviate spiritual confusion, improve the ability of emotional regulation and setback response, and form a significant positive guiding effect on the cultivation of college students' values. At the same time, the inherent characteristics of new media communication have also made the communication of traditional Chinese culture fall into many development predicaments, specifically manifested in three prominent problems: fragmented content, emotional expression and strong subjective interpretation. Such problems have broken the systematicness and ideological nature of traditional Chinese culture itself, misled the cognition of college students with immature values and to-be-improved information discrimination ability, and weakened the positive value of traditional Chinese culture education in the cultivation of college students' values.

Based on the research results, it is discussed that as a new carrier for the communication of traditional Chinese culture, new media, with its characteristics of digital and intelligent interconnection, strong interactivity and high communication efficiency, is an important opportunity for the popularization of traditional Chinese culture among the youth group, and also makes traditional Chinese culture an important starting point for the cultivation of college students' values in the new era. This confirms the practical necessity and feasibility of the integration of traditional Chinese culture education and the cultivation of college students' values. The negative impacts of traditional Chinese culture communication through new media do not stem from the communication carrier itself, but from the superposition of multiple factors such as the uneven professional quality of creators at the **output end**, the imperfect platform review mechanism at the **medium end**, and the insufficient traditional Chinese culture and media literacy of college students at the **reception end**. The essence of fragmented communication undermining the systematicness of traditional Chinese culture thoughts is that creators ignore the integrity of classic texts to adapt to the new media communication form, and the content push of platforms lacks systematic design. The core of emotional expression weakening the rationality of traditional Chinese culture communication is that some creators abandon the principle of objective and neutral interpretation to gain traffic, and platforms lack

effective review and control of extreme content. The key to subjective interpretation deviating from the core connotation of traditional Chinese culture classics lies in the low threshold of traditional Chinese culture communication through new media, the influx of a large number of non-professional creators, and college students' lack of contact and systematic cognition of the original texts of traditional Chinese culture classics.

In addition, the disorder of traditional Chinese culture communication through new media forms a superposition effect with the phased characteristics of college students' values. College students are in the period of shaping their thinking and cognition, and their utilitarian tendency is easy to be amplified by harmful traditional Chinese culture content on new media, while superficial reading habits further aggravate their acceptance of fragmented and subjective traditional Chinese culture content, forming a vicious circle. This also means that to standardize the communication of traditional Chinese culture through new media and give play to its positive guiding role, it is impossible to target a single link alone. It is necessary to carry out systematic optimization based on the entire "output-medium-reception" communication process and solve the core problems of each link in the communication from the root, so as to realize the positive interaction between traditional Chinese culture communication and the cultivation of college students' values.

5. Optimization Path Suggestions for Traditional Chinese Culture Communication in the New Media Environment

In view of the problems existing in the communication of traditional Chinese culture through new media, combined with the core needs of college students' value cultivation, this paper takes the entire communication process of "output-medium-reception" as the foothold to build a comprehensive improvement system, promote the standardized, systematic and rational development of traditional Chinese culture communication through new media, and give full play to its positive guiding role in college students' values.

5.1. Output End: Improve the Professional Quality of Creators and Raise the Threshold for Publishing Traditional Chinese Culture Content

To solve the problems of strong subjective interpretation and the easy misleading of the audience by non-professional creators, the core is to ensure the standardization and accuracy of published content from the root. On the one hand, establish a qualification examination mechanism for creators of traditional Chinese culture content on new media, clarify the access standards, and conduct professional assessments of the traditional Chinese culture literacy and classic interpretation ability of creators who intend to publish traditional Chinese culture content, preventing creators with incorrect value cognition from publishing interpretation content at will. On the other hand, build a systematic training system for creators. Traditional culture research institutions and new media platforms jointly carry out training, regularly provide creators with relevant courses such as traditional Chinese culture knowledge, classic interpretation norms and new media communication ethics, focus on improving the professional level of traditional Chinese culture of non-professional creators, guide them to adhere to the principle of objective and neutral interpretation, and ensure that the output traditional Chinese culture content conforms to the core connotation of classics and conveys positive values.

5.2. Medium End: Strengthen the Main Responsibility of Platforms and Improve the Content Review and Screening Mechanism

As the core medium for the communication of traditional Chinese culture, new media platforms are the key link to standardize the communication order and solve the communication disorders. It is necessary to build a strong gatekeeping defense line for traditional Chinese

culture communication by setting up a professional review team and improving the review and screening mechanism. Platforms should actively fulfill their main responsibilities, employ professional review teams, formulate clear and detailed review standards for traditional Chinese culture content, focus on reviewing the accuracy, objectivity and value orientation of the content, and strictly screen and remove content that fails to meet the quality standards.

At the same time, optimize the review process, implement the management mechanism of "review first, then publish", and conduct key reviews on key traditional Chinese culture communication accounts and popular traditional Chinese culture content. Build an intelligent review auxiliary system combined with algorithm technology to improve review efficiency, reduce non-compliant content, ensure that the traditional Chinese culture content pushed by platforms is professional, standardized and positive, and provide high-quality traditional Chinese culture communication resources for college students.

5.3. Reception End: Give Play to the Leading Role of School Education and Improve College Students' Traditional Chinese Culture and Media Literacy

College students are the core receiving group of traditional Chinese culture communication. As the main position for the cultivation of college students' values, colleges and universities need to help college students establish a systematic and correct cognition of traditional Chinese culture through various measures. The primary way to cultivate college students' basic traditional Chinese culture literacy is to improve college teachers' cognition of traditional Chinese culture, and then teachers integrate traditional Chinese culture content into classrooms in combination with reality.

Therefore, on the one hand, colleges and universities can arrange teachers to participate in special training on traditional Chinese culture regularly, invite professional and authoritative researchers of traditional Chinese culture to give lectures to college teachers, mainly enhance teachers' professional quality and interpretation ability of traditional Chinese culture, and provide professional support for guiding students to learn traditional Chinese culture. On the other hand, promote the in-depth integration of traditional Chinese culture wisdom with the daily teaching of various subjects, incorporate traditional Chinese culture classics into the general education curriculum system of colleges and universities, and guide teachers to integrate the core thoughts of traditional Chinese culture into classrooms in combination with disciplinary characteristics, helping college students establish a systematic cognition of traditional Chinese culture from the classroom level. In addition, colleges and universities can offer relevant courses and special lectures on media literacy to cultivate college students' ability to distinguish information and rational speculation, enabling them to view the traditional Chinese culture content on new media rationally and consciously resist fragmented, emotional and subjective wrong interpretations, so as to realize the positive interaction between traditional Chinese culture communication and the cultivation of college students' values and lay a solid cognitive foundation for the audience for the positive development of traditional Chinese culture communication through new media.

6. Conclusion

This study analyzes the dual influence of traditional Chinese culture communication in the new media environment on college students' values, clarifies that while new media empowers traditional Chinese culture communication, negative effects arise due to fragmented content, emotional expression and strong subjective interpretation, which stem from the shortcomings of the entire communication process. The proposed "output-medium-reception" trinity optimization path can effectively solve the communication predicament. This study lacks empirical research support. In the future, empirical research can be carried out, the communication content can be optimized combined with intelligent technology, and a multi-

party collaborative communication mode can be explored to facilitate the innovative development of traditional culture.

References

- [1] Xi, J. P. (2014). *Governance of China* (Vol. 1). Foreign Languages Press.
- [2] Narisu, J., Jia, R., & Wang, Y. Q. (2021). A study on cognitive ability and value cultivation of young college students. *Youth Studies*, (5), 89–97.
- [3] Liu, X. L. (2021). Current situation analysis and cultivation countermeasures of contemporary college students' values. *Ideological and Theoretical Education*, (12), 102–106.
- [4] Song, N., Song, J., & Miao, J. R. (2022). Integration path of traditional Chinese culture education and college students' value cultivation in universities. *Journal of Jilin Engineering Normal University*, 38(6), 89–91.
- [5] Wang, Y. H., & Hu, N. J. (2022). Current situation and countermeasures of fragmented reading in the Internet age. *Journal of News Research*, 13(9), 23–25.