

# Research on Regional Cultural Inheritance Mechanism Under Internet Group Communication

Jianbo Qin<sup>1,\*</sup>

<sup>1</sup>School of Media Technology, Liaocheng University, Liaocheng, Shandong 252059, China

\*Corresponding author. Email: qinjianbo@lcu.edu.cn

## ABSTRACT

The media culture in the age of Internet Mass Communication is different from that of traditional media in the aspects of communicator, audience, medium, content and effect. The new media, represented by the Internet, has become the main media of mass communication, and the regional culture, as a "consensus" of regional humanity, faces a new opportunity for its inheritance in the Internet age. In this regard, the author applies the theories of integrated marketing communication and regional development, analyzes the main basis and theoretical premise of regional cultural inheritance mechanism, and combines the current situation of regional cultural survival, through the construction of regional cultural communication platform under the Internet group communication, the construction of regional cultural brand through the Internet group communication, and the optimization and integration of the system elements resources of regional cultural communication power, to explore the effective optimization ways of regional cultural inheritance; we hope to play a positive role in the inheritance of local culture.

**Keywords:** *Internet, mass communication, regional cultural heritage*

## I. INTRODUCTION

From the literature which has been consulted, there are few literatures and research directions on regional communication mechanism in China, and even fewer studies on specific cultural transmission mechanism, the vast majority of scholars focus on the mechanism of globalization or localization or the internal relationship between the Internet and communication science, but less on the mechanism of regional cultural transmission under the Internet, this paper focuses on the ways of Internet group communication and carries out relevant research around the mechanism of regional cultural transmission.

## II. THEORETICAL RESEARCH ON REGIONAL CULTURAL INHERITANCE MECHANISM UNDER INTERNET GROUP COMMUNICATION

### A. *The conformity marketing dissemination theory*

The theory of IMC began in the 1990s, in the early days of the market, the theory of Integrated Marketing Communication (IMC) refers to "establishing a connection between enterprises and customers through various activities, and establishing a consensus among different individuals or organizations through the transfer of ideas"; it has the obvious nature of marketing communication, which also proves that there

is a close relationship between marketing and communication, or further, marketing itself is a kind of profit-oriented consensus communication between enterprises and customers. For example, the basic attributes of IMC include the interaction between the firm and the customer regarding the value of the product, which is characterized by a wealth of information media, the premise of transaction is that different subjects accept the same consensus (commodity information). Marshall McLuhan thought "media is information", and Crain pointed out that marketing communication is the result of the collision of marketing and communication.

### B. *Theory of regional development*

Theory of regional development in regional development includes many schools of thought and propositions. Among them, in the 1930s, Cluck and Fisher put forward the theory of regional industrial structure, that is, the theory of "three industries", the rise of the regional economy as a whole will lead to the decline of the secondary sector of the economy and the rise of the tertiary sector of the economy. NOURSE and others put forward the multiplier theory around the theory of regional industrial structure, and put emphasis on the multiplier effect. At the same time, the theory of regional development can also be applied to the mechanism of cultural transmission, that is, to regard culture as a regional whole, based on the industrial

cluster theory and the new economic geography theory of regional development, the inverted "U" hypothesis of cultural communication is constructed, and the closed nature of the terrain space in the central and western regions of China is taken into account. Therefore, the closed space theory and the regional development theory must be considered in the dissemination of regional cultural mechanism in the central and western regions of China.

### **III. THE CONNECTION BETWEEN INTERNET GROUP COMMUNICATION AND REGIONAL CULTURAL INHERITANCE MECHANISM**

#### *A. The relationship between Internet and regional communication power*

There is a highly positive correlation between the Internet and regional communication power, which means that the Internet not only plays an extremely important role in group communication, but also an important medium in the mechanism of regional cultural inheritance. From the perspective of communication, as an important media in the new era, the Internet, together with other social organizations and individuals, constitutes a kind of communication power based on LAN or big data. The expressive force of the Internet is therefore linked to the strength and scope of regional communication. From the perspective of regional culture's own attributes, culture is regional and can occupy a great influence in a certain region. However, with the expansion of the region, the influence of cultural transmission force will gradually decline, that is, the farther away the region is from the cultural center, the less it will be affected.

#### *B. The influence of Internet on regional communication power*

Whether in the traditional media period or in the past, the technology that determined the regional transmission power was relatively fixed, such as marketing buzz, letters, books, etc. in the ancient society. With the development of modern production levels, in a few hundred years, the changes in human society from letters to newspapers and media have led to a greater understanding of information, and thus to a significant strengthening of regional communications, but there are limits to this strengthening. However, with the advent of the Internet, especially in the last few years when the Internet has become popular, great changes have taken place in regional communication, such as the hot spots pursued by media platforms, and the Internet has greatly increased the speed of information dissemination, but it also reinforces in one way the phenomenon of competing information in the current space.

#### *C. The role of the Internet in promoting regional cultural communication*

The appearance and development of Internet has provided the opportunity and the way for the development of the weak area of the traditional culture transmission, and has promoted the promotion of the transmission power of the regional culture transmission greatly. In terms of technology resources, Internet communication does not need high-end communication technology, but only means such as micro-blogs, various views, friend circles, public accounts, etc., this "non-discrimination" of the dissemination of technology to some backward regions to provide a more just environment. However, in terms of communication benefits, in the new era of the Internet, various ideas and breaking points emerge one after another, the market updates quickly, people lack in-depth thinking about culture, and often prefer the fresh and interesting things, which makes the stickiness of regional culture very low, and regional cultural heritage can not form a certain scale.

### **IV. THE DEFICIENCY OF REGIONAL CULTURAL INHERITANCE MECHANISM UNDER THE CURRENT INTERNET GROUP COMMUNICATION**

#### *A. The development of regional Internet infrastructure is backward*

With the development of Smart Phone and base station, there are few undeveloped areas of Internet in our country. However, there are still many gaps between these areas and first-tier cities in other infrastructure construction. First of all, the Internet infrastructure construction is insufficient, the local media lack a good development environment, the media enterprises lack a good business experience, and most of them are official media platforms such as counties, cities and provinces; second, at present, the Internet market mainly focuses on self-media, attracting eyeballs and building traffic through high-quality or novel content. However, this mode of operation is difficult to combine with the local culture, and the local culture audience is always limited, what's more, self-media enterprises often focus on the first line of events, such as Paparazzi, party contributors, and so on, resulting in new media communication more and more away from the regional cultural center. In addition, there are few local Internet companies, which can not afford to pay for a large number of infrastructure construction costs, will cause the construction of the delay, and lack of corresponding internet talent, thus forming a vicious circle.

*B. The construction and development of regional mass media brand are insufficient*

While in the traditional sense of the regional space, more limited to geographic region or geographic area culture, however, the advent of the era of information society and the Internet, make regional space gained relief, become a kind of ideological cultural identity or the identity, such as the common regional disputes in the Internet, but the main characteristic of modern social relations is a kind of regional culture, especially in the current environment, on the contrary, people have more regional awareness based on social relations, which makes it difficult for people to reach a consensus even in a common Internet environment, but promoting regional culture and urging people to reach a cultural consensus is an inevitable process of realizing cultural regional communication. From the current media integration of brand construction and development, as the domestic media market competition intensifies, areas with insufficient cultural influence obviously have problems such as low-level local brands and weak core competitiveness, such as local TV station platforms Except for Hunan TV, other provinces obviously lack the same entertainment cognition influence as Hunan TV. Channels in some provinces only rebroadcast TV dramas and their own news columns, and lack well-known localized programs.

*C. Lack of integration of regional communication system elements and cultural resources*

Based on the theory of integrated marketing communications, optimizing the allocation of resources and stabilizing the healthy relationship are important measures to ensure profitability. such as brand culture, cost-effectiveness, etc., can be regarded as a resource that can prompt enterprises and customers to reach a consensus, however, when replacing both companies and customers with local culture and audiences, it is obvious that in places where the regional cultural influence is relatively backward, there is a clear lack of effective integration of local cultural resources, resources related to localized economic and culture lack advantages, the direct configuration of both parties is also not actually supported. From this point of view, it is the integration of all elements of the regional communication system that is not powerful enough, which largely restricts the dissemination of regional culture.

**V. AN EFFECTIVE WAY TO OPTIMIZE THE REGIONAL CULTURAL INHERITANCE MECHANISM UNDER THE INTERNET GROUP COMMUNICATION**

*A. Building a regional cultural communication platform under the Internet group communication*

Under the condition of market economy, enterprises has broken the barriers of economic value between regions with the help of the Internet. The pursuit goals and action orientations of the media and various social organizations are highly overlapped. so that there are important prerequisites for in-depth and close cooperation with each other, to this, referencing the market behavior of enterprises can greatly promote the optimization of the regional cultural inheritance mechanism. For example, the construction of regional communication platforms and carriers is the necessary content to improve the regional cultural inheritance mechanism under the Internet group communication. Correspondingly, without a strong communication platform, the influence of regional culture is impossible to be achieved and the cultural communication strategy cannot be effectively implemented. At present, China's influence, the propagation force stronger website, mainly concentrated in the east a few provinces and cities, most of the areas are mainly local traditional media, and they are not suitable for the development of network communication in terms of development trends and talent structure. In this regard, if you want to enhance regional communication power, you must first start with the construction of a regional cultural communication platform under the Internet group communication to maximize the integration of resources, gather strength, rationalize and innovate systems and mechanisms, increase support, and create localization and regional Cultural influence platform.

*B. Building regional cultural brands by means of Internet group communication*

In order to solve the problems of low level and weak core competence of local brands, it is an effective way to build the core competence of regional culture by means of Internet group communication. Taking Guizhou, Guangxi and other provinces as examples, because these provinces are located in the central region which is easy to be neglected, they are impacted by the eastern provinces and cities in terms of cultural dissemination. In response, provinces such as Guizhou and Guangxi can build cultural brands around local regional culture, such as "colorful Guizhou" in Guizhou Province, "Zhuang Customs" in Guangxi, and so on. With the help of local traditional media, they can do a good job in spreading their brands abroad, expand brand influence through new Internet media forms such as Weibo and WeChat official account, integrate local cultural concepts, and incorporate regional

communication power and cultural inheritance into media communication.

*C. Optimizing and integrating the elements resources of the regional cultural communication power system*

From the advantages of the Internet in the way of communication, the Internet can build regional brand projects through the optimization and integration of related cultural resources, so as to effectively enhance the influence of regional cultural transmission. Taking into account the complex and close links between regional culture, economy and education, and in promoting the effective transmission of regional culture by means of the Internet community, it is necessary to emphasize the bi-directional or multi-directional interaction of the theory of integrated marketing communication, to realize the effective integration of multi-resources and multi-angles, and to find the suitable communication form of its own culture from various media forms. However, in regions with low cultural influence, there is not necessarily a lack of cultural resources, but due to the natural disadvantages of the integrated form, regional culture lacks dominance, it is impossible to integrate and optimize the resources of regional cultural communication power with other forms of communication, to collocate the systematic factors of high efficiency, and to emphasize the effective integration of multi-resources and multi-angles. Fundamentally speaking, the construction of regional cultural communication platform under Internet group communication must start from the key point, and condense culture into a single point, as the effective content of regional media communication, and change the "scattered, small, and weak" state of regional media, establish a communication mechanism led by regional culture and supplemented by media, and develop regional network mainstream media without delay, and strive to occupy a place in the Internet public opinion field and continuously increase its proportion.

## VI. CONCLUSION

To sum up, at present, newspapers and traditional media such as radio and television are still in the mass media, but they are impacted by the Internet, smart phones and Smart TV, newspapers, radio and television, which have lost the relative dominant position of regional mass media, and the development of new media such as Internet has a very strong momentum. However, in the provinces where the regional cultural influence is low, the traditional media is still in a dominant position, and people's cognition of the mass media comes from the culture shock in other regions. In response to this, the lack of regional mass media brand construction and development, which makes backward regions must promote the simultaneous development of traditional media and new media, and ultimately

promote the overall promotion of regional communication power, finally achieve the effective goal of regional cultural inheritance.

## References

- [1] Liu Xiaoli. Research on The Network Communication of Socialist Mainstream Political Values [D]. Party School of the CPC Central Committee, 2018.
- [2] Xie Nian. Research on The Enhancement of Regional Communication Power under the Background of Internet — A Case study of Guizhou Province [D]. Wuhan University, 2015.
- [3] Wang Min, Wang Xiaofeng. Research on Rochberg and New Romantic Musical Works [M]. China Social Sciences Press, 2017.
- [4] Dong Wenchang. Production and communication mechanism of Online literature and art from the perspective of Internet group Communication [J]. Art Forum, 2019 (1).
- [5] Song Yuli. Inheritance of regional traditional culture in the Context of Internet. [J]. Young Journalist, 2017(1).
- [6] Yan Liu. Narrative Strategy of Death Theme in Animated Films Under Children's Cognitive Perspective — A Case Study of Pixar Animated Film COCO [M]. Atlantis Press, 2020
- [7] Dan Li. The ritual dissemination of traditional culture in the era of Internet mass communication [J]. Modern Audio-Video Arts, 2020(9).
- [8] Mengyu Jin, Shaoqiang Li. A New Approach to Audience Research in the Era of Internet Mass Communication [J]. Chinese Editors Journal, 2020(1).

Cross-cultural communications can be a challenge. In this article, find out how to overcome language, remote working, and cultural barriers. Cross-Cultural Communication "The New Norm. The internet and modern technology have opened up new marketplaces that allow us to promote our businesses to new geographic locations and cultures. And given that it can now be as easy to work with people remotely as it is to work face-to-face, cross-cultural communication is increasingly the new norm. After all, if communication is electronic, it's as easy to work with someone in another country as it is to work with someone in the next town. Meanwhile, (communicative) encounters between groups and individuals from different cultures are variously described as cross-cultural, intercultural, multicultural or even transcultural. The vocabulary of modern technology is no less varied, with different authors using terms such as the Internet, the World Wide Web, cyberspace, and virtual (learning) environments (VLE) to denote overlapping though slightly different: perspectives on "the online world." Perhaps belying their perception of Internet communications as primarily 'written' communication (a perspective contested by some (Malone, 1995; Collot & Belmore, 1996)) a number of authors have focussed on the features of digital text (and their impact on readers) as an approach to investigating the 'language of cyberspace.' Chapter IV shares Intercultural Communication and Non-Verbal Communication is for Chapter V. Culture Shock as the initial feelings we find when touching other cultures' environment. It is continued by Cultural Conflict as Chapter VI. Male and Female Relationship, Table Manner and Hotel Tour are the rest of the Chapters. Regional culture is formed within a certain geographic region in the context of historical heritage, cultural patterns, social customs, production and lifestyle over a long period of time. It refers to the integration of behavior and thinking mode of the specific group of people in a certain space scope. Famous American scholar Huntington (Samuel P. Huntington) believes that culture is a decisive factor to the success of a society. Leisure sport is a culture, therefore, to some extents, the development of regional culture represents and influences the development of Sichuan leisure sports. Keywords. regional culture Sichuan leisure sports development mechanism. This is a preview of subscription content, log in to check access.