

Original Research Article

## The realistic dilemma and optimisation path of red culture communication in the age of self-media

Huimin Wang, Xuelian Jiang, Xuwei Ma

School of Marxism, Shandong University of Technology, Zibo, Shandong, 255049, China

**Abstract:** As an important part of the excellent culture of the Chinese nation, red culture unites the revolutionary spirit and patriotic sentiment. With the arrival of the self media era, it has rapidly risen and attracted a large group of netizens with the characteristics of fast information dissemination, wide range and diversified contents, and has become an important platform for cultural dissemination, exchange and integration. The form of communication and audience structure of red culture have changed under its influence, but also encountered challenges, such as the impact of social pluralism, the limitations of a single pattern, and the fragmentation of information disseminated on the self-media platform, etc. Discussing how to optimise the communication of red culture in the environment of self-media is the key to enhancing the sense of identity and cohesion of the national culture.

**Keywords:** Self-media; Red culture; Cultural confidence

### 1. Introduction

In today's self-media era of information explosion, the ways and means of cultural dissemination are undergoing unprecedented changes. As an important part of the excellent culture of the Chinese nation, red culture carries a profound revolutionary spirit and patriotic feelings, and is an important link connecting the past and the future and passing on the national memory.<sup>[1]</sup>With the rise of the self-media platform, the dissemination of red culture is facing new challenges, but it can also provide new ideas and methods for the dissemination of red culture, promote the red culture in the era of self-media to renew its vitality and vigour, further consolidate the national memory, enhance the cultural self-confidence, and provide continuous spiritual support for the development of the new era.

### 2. Value implications of strengthening red culture communication in the age of self-media

#### 2.1. Inheriting the red spirit and consolidating national memory

Red culture carries the magnificent revolutionary history of the Chinese nation, is an important carrier of the nation's collective memory, and is also a distinctive symbol of the spirit of the Chinese nation. Red culture contains great spiritual power, records the history of the Chinese nation's unyielding struggle for independence, freedom and liberation, and demonstrates the heroic, tenacious and indomitable spirit of the Chinese people. On the one hand, the dissemination of red culture enables revolutionary history to be vividly integrated into contemporary society, providing the public, especially the young generation, with profound historical knowledge and spiritual inspiration. By retracing the process of the CPC's great struggle under the leadership of the people, people are able to have a deeper and more profound sense of the country's arduous journey from suffering to glory. This kind of spiritual inspiration is of great significance in enhancing national self-confidence and uniting the strength of the whole society. On the other hand, the dissemination of red culture helps to transform national memory into social consensus and motivation for action, providing continuous spiritual support for

the development of the new era. It is not only a faithful remembrance of history, but also a clear guide to the future. Through the intergenerational transmission of the revolutionary spirit, it can effectively inspire people to forge ahead on the road to achieving the great rejuvenation of the Chinese nation, and to continuously meet new challenges and achieve greater success. In the age of self-media, red culture through digital and diversified forms of communication, can break through the limitations of time and space, so that more people deeply appreciate the value and significance of the red spirit.

## **2.2. Enhancing cultural confidence and building a strong ideological line of defence**

As an important part of socialist culture with Chinese characteristics, red culture, with its content of patriotism, revolutionary heroism and collectivism, has become the underpinning and driving force for raising the flag, gathering people's hearts and minds, nurturing new generations, developing culture and displaying an image, firming up cultural self-confidence and building a strong socialist cultural country.<sup>[2]</sup> On the one hand, the dissemination of red culture can enhance the nation's cultural self-confidence and help people more clearly understand the uniqueness and historical contributions of Chinese culture. Red culture not only shows the great efforts made by the Chinese people under the leadership of the Communist Party of China to fight for national independence and people's liberation, but also embodies the resilience of the nation in the midst of hardship and suffering. On the other hand, in today's diversified global cultural environment, ideological competition has become increasingly fierce, and the impact of foreign cultural thinking and values has posed certain challenges to national culture. Through the wide dissemination of red culture, it can strengthen the identification of members of society with the path, theory, system and culture of socialism with Chinese characteristics, and ensure that the mainstream values are not marginalised or replaced in the clash of diverse cultures. Red culture provides a stable ideological foundation, helping members of society to clarify their sense of cultural belonging in the context of globalisation, and to strengthen their self-confidence in and identification with their own culture, so as to better resist the interference and erosion of foreign ideologies.

## **3. The realistic dilemma of red culture communication in the age of self-media**

### **3.1. Social pluralism impacts on the discourse of red culture**

Driven by the wave of globalisation and information technology, social thinking has shown a diversified development, and different cultures, values and ideologies have been widely disseminated through self-media platforms, which has posed a certain impact on the discourse power of red culture. On the one hand, the influx of Western culture through films, music, social media and other forms has gradually formed a powerful public opinion field, which has a subtle influence on the values of young people. Compared with this, the dissemination of red culture has a tendency to solidify in form and content, which is difficult to fully adapt to the cultural consumption habits of contemporary young people, leading to the risk of marginalisation of its discourse. On the other hand, some erroneous views of history and the nation have constantly challenged the authority of red culture through the dissemination of fragmented information, and even distorted the truth of history. This phenomenon has weakened the dominant position of red culture in the ideological field, and also affected the public's trust and identification with red culture. Therefore, under the impact of multiple trends of thought, it has become an urgent task to strengthen the discourse power of red culture and consolidate its core position in ideology.

### **3.2. The single pattern limits the depth and breadth of red culture dissemination**

The current form of red culture dissemination is still dominated by traditional lectures, exhibitions and

introduction of historical data, with the content showing the characteristics of monotonous and abstract, which is difficult to stimulate the public's deep-seated interest. This mode of communication often focuses on preaching and delivery, but ignores the emotional needs of the audience and interactive participation, so that the depth and breadth of communication is limited. In the era of self-media, information dissemination places more emphasis on the innovation of form and diversity of content. However, red culture is relatively lagging behind in combining with new media technology, and lacks effective means of conveying its core values in the form of visualisation, contextualisation and storytelling. For example, although there has been some exploration in the fields of film and television works and short video creation of red culture, the overall number is insufficient and the influence is limited. This kind of homogenised communication pattern cannot meet the diversified needs of audiences of different ages and cultural backgrounds, and limits the popularity and acceptance of red culture on a wider scale.

### **3.3. Fragmentation of information undermines the effectiveness of red cultural communication**

Information dissemination in the age of self-media presents the characteristics of fragmentation, instantaneousness and entertainment, and the content is mainly in the form of short and concise, emphasising the fast-paced consumption experience. Although this mode of communication has improved the coverage of information, it has weakened the overall communication effect of red culture. On the one hand, the connotation of red culture is profound, requiring systematic narration and emotional resonance, while fragmented communication is difficult to completely show its historical logic and spiritual core, which can easily lead to the audience's shallow understanding of red culture. On the other hand, fragmented information dissemination can easily weaken the seriousness and authority of red culture, and even be interpreted by entertainment and labelling. This not only affects the depth of the audience's knowledge of red culture, but also may lead to misinterpretation or misunderstanding. To enhance the communication effect of red culture in this environment, it is necessary to break through the limitations of fragmented communication and present the spiritual value of red culture in a complete and three-dimensional way.

## **4. Optimising the path of red cultural communication in the age of self-media**

### **4.1. Enriching content production, moving from historical narrative to contemporary expression**

The content production of red culture focuses more on historical narratives, which can easily lead to a sense of distance and alienation on the part of the audience. In light of the development needs of the new era, it is necessary to explore the modern value of red culture, combine it with the practice of socialism with Chinese characteristics, socialist core values and the growth and development needs of young people, so that it can become an important spiritual resource for solving contemporary social problems. At the same time, in content creation, attention should be paid to the diversification of narrative methods, and the red culture should be transformed from a 'lofty' sermon to a 'silent' emotional resonance. For example, through short videos, network literature and other forms, the stories of characters in revolutionary history and the spirit of struggle are integrated into vivid artistic expression, so that red culture becomes a vivid symbol of the times. By enriching content production, red culture can get rid of the limitations of a single historical narrative, enter the hearts of the public in a more diversified and contemporary way, and achieve in-depth dissemination.

### **4.2. Innovative presentation styles, incorporating emerging technologies and multimedia tools**

The application of the Internet, especially mobile Internet technology, has narrowed the spatial distance

of information dissemination and provided a new technical context for the dissemination of red culture.<sup>[3]</sup>The dissemination of red culture in the era of self-media should follow the development of technology, make full use of emerging technologies and multimedia means, and create a communication experience with a sense of immersion and interactivity. On the one hand, virtual reality, holographic projection and other technologies can be used to create an immersive red culture experience scene, so that the audience 'in person' in the revolutionary base or the scene of major historical events, in order to feel the spiritual power of red culture in an immersive way. On the other hand, we can combine short video platforms, live broadcasting technology and other popular communication channels to produce red culture communication works with rich content and novel forms. Through the deep integration of technology and culture, red culture will be more attractive and infectious, and truly realise the transformation from traditional one-way communication to multi-dimensional interactive communication.

#### **4.3. Create a healthy communication environment and optimise platform governance and opinion guidance**

The information ecology of the self-media platform is complex and variable, and some undesirable information interferes with the normal dissemination of red culture, so the creation of a healthy communication environment is an important guarantee for the dissemination of red culture. On the one hand, it is necessary to strengthen the governance of self-media platforms and improve relevant regulations. For example, the platform should filter bad information actively through a combination of algorithmic optimisation and manual auditing to guarantee the communication quality of red culture content. On the other hand, public opinion guidance is also crucial. Relevant departments should strengthen their role in guiding the dissemination of red culture, and disseminate the correct view of history and values by organising expert interpretations and carrying out thematic activities. By optimising platform governance and strengthening public opinion guidance, a more stable and clearer environment can be provided for the dissemination of red culture, ensuring that its spiritual connotations can be transmitted and promoted.

### **5. Conclusion**

The era of self-media has brought new opportunities and challenges for the communication of red culture. In the future, we should continue to pay attention to the development trend of the self-media platform, and constantly optimise the communication strategy of red culture, so as to provide a strong spiritual impetus for the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

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