
Original Research Article

Exploring the practical path of telling local cultural stories to help high-quality development in the context of new media--Taking Shandong province as an example

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Abstract: Since ancient times, Qilu land has many excellent stories and legends, famous artists and celebrities, places of interest, is an important part of the excellent Chinese culture, in the new media context and the conditions of the times, tell a good story of the local culture has an irreplaceable role to further strengthen the cultural self-confidence, laying the foundation of the high-quality development of Qilu, and helping to enhance the level of high-quality development of the local, Therefore, it is possible to explore the ways of telling Qilu stories from the deep excavation of local cultural qualities, precise positioning of the audience to realize differentiated communication, constructing cross-platform cultural positions, and innovating cultural communication methods, so as to realize the purpose of assisting the local high-quality development.

Keywords: New media; Qilu culture; Cultural communication; High-quality development

1. Introduction

The land of Qilu occupies a pivotal position in the long history of Chinese civilization and has nurtured a series of brilliant historical and cultural stories. From the exquisite black pottery of Longshan culture to the solemn ceremony of Confucius Temple in Qufu, from Jiang Taigong's fiefdom in Qi, laying the foundation of Qi, to the academic grandeur of the Jixi Academy, which brought together a hundred schools of thought, to the concept of national prosperity and public peace contained in the saying "if Taishan is at peace, all the seas are at peace", and the rise of Qingdao's industry in the modern era.....These cultural stories are not only the spiritual heritage that the children of Qilu are proud of, but also valuable resources that are indispensable for Shandong to accelerate the pace of building a strong cultural province. In the context of the new era and the new media, Shandong should actively explore, integrate resources, carefully tell all kinds of powerful and warm cultural stories, and deeply excavate the wisdom and power contained in them, so as to make them a key support point for promoting the construction of a strong cultural province and realizing high-quality development.

2. The value and significance of telling Qilu stories well

Telling the story of Qilu is conducive to further strengthening cultural self-confidence. Qilu culture carries the cultural genes and spiritual strength of the Chinese nation, has a long history and deep heritage, and has shown its unique charm and value in the vicissitudes of a thousand years of wind and rain.^[1] Rich historical and cultural stories are precisely an important carrier to show the unique charm and value of Qilu, as well as an important source of its cultural self-confidence. By telling the stories of Qilu culture, more people can understand the land of Qilu and recognize its profound cultural heritage and high spirit. These stories are not only memories of the past, but also a link between history and the future, they make the history of Qilu closely connected with the reality, so that Qilu culture can be revitalized in the modern society. In this process, the people of Qilu will

understand more about the profound heritage and connotation of Qilu culture, their pride and sense of belonging will be greatly enhanced, and the sons and daughters of Qilu will be more culturally confident, and will cherish their own cultural traditions, and love this land full of stories more.

Telling the story of Qilu well will help lay the foundation for the high-quality development of Qilu. Culture is related to the foundation of the country, the fate of the country, the rise of culture is the rise of the country, and the strength of culture is the strength of the nation. Qilu, a fertile land with deep cultural heritage, has been an important birthplace of Chinese civilization since ancient times. In ancient times, Qilu culture was centered on Confucianism, with Confucius advocating benevolence and love, propriety and righteousness, Guan Zhong demonstrating his wisdom in governing the country, and Mencius deepening the concept of benevolent government, which together constructed a profound system of thought and an excellent strategy for governing the country. In modern times, the spirit of Yimeng highlighted the commitment and sacrifice of Qilu's sons and daughters during the Revolutionary War, while the anti-Japanese heroes of Jiaodong wrote a magnificent chapter in the struggle for national liberation. In contemporary times, Qingdao's spirit of innovation and Weifang's agricultural reform have demonstrated the vitality and vigor of Qilu culture in the new era. Telling the Qilu story well inspires us to inherit and carry forward the essence of Qilu culture, stimulate positive social energy, promote high-quality economic and social development, and jointly write a brilliant chapter of Qilu culture in the new era.

Telling the story of Qilu is conducive to helping to enhance the level of high-quality development in Shandong. Cultural characteristics is a key strategy for Shandong to enhance the level of high-quality development by relying on its profound cultural heritage. The rich historical and cultural resources of Qilu land is Shandong's unique cultural advantage. By vividly telling the stories of the far-reaching influence of Confucius' Confucianism, the academic prosperity of the Jixi Academy in Qi, and the lofty status of Taishan culture, Shandong can not only show the world its profound cultural heritage and unique cultural charm, and enhance its cultural self-confidence, but also attract domestic and foreign tourists, promote the prosperous development of the cultural and tourism industry, and inject new vitality into the economic transformation and upgrading. At the same time, the wisdom and innovative spirit of these stories provide valuable ideological resources and spiritual impetus for Shandong's scientific and technological innovation and industrial upgrading in the new era. More importantly, Qilu stories can inspire the patriotic fervor and hometown pride of the people of Shandong, forming a strong social consensus and synergy to promote high-quality development. Therefore, telling Qilu stories well is the way for Shandong to realize high-quality development by giving full play to its cultural advantages.

3. The practical path of telling Qilu's story well

First, we should deeply explore the local cultural qualities. Qilu land, as one of the important birthplaces of Chinese civilization, its long history and deep cultural heritage unique academic value and logical charm. Tracing back from the cultural source, the brilliant achievements of the Dawenkou cultural site not only illuminate the bright chapter of prehistoric civilization, but also highlight the central position of the Qilu area in the origin of Chinese civilization. At the level of cultural exchanges, Qilu, as a model for the convergence and integration of the eastern coastal culture and the culture of the Central Plains hinterland, the breadth and depth of its cultural intermingling provides a vivid example of the plurality and inclusiveness of Chinese culture. To better tell the story of Qilu history and culture, and to enhance the influence and dissemination of Qilu culture, we should take its unique cultural flavor as the entry point, dig deep into the stories containing profound philosophies and touching emotions in the long history, and comprehensively display the extraordinary achievements and unique

charms of the Qilu land in cultural construction. This will not only help to enhance the understanding and recognition of Qilu culture at home and abroad, but also inject new vitality and wisdom into the inheritance and development of Chinese culture.

Secondly, it is necessary to accurately locate the audience to achieve differentiated communication. To tell the story of Qilu well, it is necessary to accurately locate the audience and realize differentiated communication. Based on the collection of big data for analysis, data analysis tools can be used to classify people based on age, gender, geography, occupation, interest and other aspects, and try to ensure that each group after subdivision has its unique cultural background and preference for receiving information, and try to build a user profile based on the analyzed data, so as to comprehensively understand the audience's basic attributes, social attributes, psychological attributes and behavioral attributes to provide a powerful support to the subsequent communication strategy. The subsequent communication strategy provides strong support, and on the basis of deeply grasping their real needs for Qilu culture, we fully consider their "expectation horizon".^[2] Provide different groups with content that matches their interests and needs to ensure that information is conveyed accurately. In addition, it is also necessary to make good use of big data tools for real-time monitoring and analysis of various indicators, including the click rate, forwarding rate and comment volume of the audience, and adjust the content, channels and forms in a timely manner according to the results of data monitoring and feedback from the audience, so as to ensure the effectiveness of the communication strategy, and thus better realize differentiated communication.

Thirdly, we should improve the construction of cross-platform cultural positions. Under the wave of digitization, media platforms are emerging everywhere, and the network has penetrated into people's lives and become an important platform for all kinds of people to obtain information and exchange ideas. Therefore, we can build cross-platform cultural positions through strategic planning, resource integration, content innovation, interactive enhancement, branding and protection, etc., so as to tell the story of Qilu, and to inject a new impetus into the high-quality development of Shandong. Firstly, we should establish an official website or social media account for disseminating Qilu historical and cultural stories, and regularly publish articles, pictures, videos and other exciting contents about Qilu historical and cultural stories, so as to attract the attention and participation of netizens. Secondly, it is necessary to clarify the strategic orientation, inherit and promote Qilu culture, enhance cultural soft power and international influence, and formulate a comprehensive plan covering platforms, contents, and communication strategies. Integration of new media resources, the use of social media to attract young people, news and information platforms to show the depth of online education to broaden the boundaries of the e-commerce platform to realize the cultural heritage and economic win-win.

Fourthly, we should explore innovative ways of cultural dissemination. Under the framework of traditional media, the communication methods of Qilu culture, such as oral legends, ancient records, ballads and songs, opera interpretation, etc., have accumulated a profound cultural heritage, but in the present time, when the speed of information explosion, it is difficult for these methods to meet the diversified and rapid information reception needs of modern people. Therefore, it is especially important to try to explore more vivid, novel and attractive forms to show the unique charm of Qilu culture. Modern art forms such as animation, movies, music, short videos, and live broadcasts have become important carriers of cultural communication by virtue of their rich visual expressiveness, strong sensory impact, and wide dissemination channels. We can deeply integrate these emerging art forms with Qilu culture and create works with both local characteristics and modern aesthetics, so that the audience can enjoy the art while deeply feeling the charm of Qilu culture. In addition, modern

technological means such as virtual reality (VR) and augmented reality (AR) can also provide an unprecedented interactive experience for the dissemination of Qilu culture.^[3] These technologies not only broaden the channels of cultural dissemination, but also enhance the audience's participation and immersion, making the dissemination of Qilu culture more vivid and interesting, and more conducive to the further dissemination of Qilu culture. Narrative and language expression are also very important. When creating, we also need to skillfully use the characteristics and advantages of new media, pay attention to the refinement of the language and the vividness of the expression, so that the audience can appreciate the unique charm of Qilu culture in a relaxed and pleasant atmosphere.

Funding

This paper is the research result of the project "Qilu Culture New Change - Qilu Culture in the New Era Enabling Shandong's High Quality Development" of the Innovation and Entrepreneurship Training Program for Undergraduates of Shandong University of Science and Technology in the year of 2024.

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