

A Study on the Communication Strategies of Overseas Chinese Media Participating in the Integration of Rural Traditional Culture Under Intelligent Media Communication

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Abstract: With the popularization of new media technology and the rapid development of new rural are-as, the ancient villages, which contain the fruits of Chinese civilization for 5,000 years, have been subjected to the impact of multi-culture. It is the focus of rural revitalization and cultural construction to protect and inherit the traditional culture which is rapidly disappearing. The core issue discussed in this paper is how overseas Chinese media can make full use of the communication advantages of new media and digital technology, tap the core tension and in-novation of traditional culture, design and produce cultural products innovatively, construct a diversified and co-built integrated communication media matrix, enhance cultural communication power, and provide intellectual support for the traditional culture of ancient villages to help rural revitalization.

1 INTRODUCTION

This chapter mainly presented the background of the study and the necessity for the inheritance of rural traditional culture.

The government has always attached great importance to the inheritance and dissemination of traditional culture. Leaders have stressed the status and significance of fine traditional Chinese culture on many occasions, and issued a series of important speeches, reports and programmatic documents to make special discussions.

To protect and inherit traditional culture, we should let rural areas "see green mountains and green waters and remember homesickness". To remember homesickness is to preserve the roots of our culture. Without history, there is no future. Perhaps this is why the protection of cultural heritage has a positive effect. In the process of implementing the rural revitalization strategy, it is also of great significance to use the inheritance and protection of fine traditional culture as a soft power and booster, achieve a win-win situation for both protection and utilization, and give full play to the multiple values of cultural heritage.

Overseas Chinese media is called "the spiritual home of overseas Chinese". For overseas Chinese, it

is not only a relationship between media and audience in a simple sense, but also an important spiritual pillar for Chinese in foreign countries. It is not only a bridge for them to understand and integrate into the local society, but also an important and unique channel for them to connect with the motherland. Just as Polish writer Xienke Weizhi's world-famous novel *The Lighthouse Keeper* vividly describes the joy of a lighthouse keeper who has been wandering all his life when he sees publications in his native language in his loneliness: in his loneliness, books in Polish come -- in his opinion, this is simply an extraordinary thing, a sound from a distant hometown, a miracle. Therefore, the overseas Chinese media's participation in the transmission of rural traditional culture and the dissemination of China's peaceful rise has its special status and role.

2 LITERATURE REVIEW

The research on overseas Chinese Media Participating in integration of the rural traditional culture mainly focuses on the following aspects.

2.1 Connotation of Rural Traditional Culture

The spiritual heritage of traditional villages is far richer than the visible material heritage. They exist because of the existence of the village, and make the village tradition thick and fresh. While the culture and the acquisition of rules and regulations are the historical precipitation that grows with the growth of villages, the red culture is the advanced culture nurtured by the Chinese nation and the people in the revolutionary struggle and they are powerful spiritual driving force formed in the revitalization and development of rural areas.

2.2 History and Development of Overseas Chinese Media

Overseas Chinese media originated in the mid-19th century and boasts a history of nearly two hundred years. It emerged from the need of overseas Chinese for news and culture from their hometown and gradually evolved into an essential part of the overseas Chinese community. These media are not only channels for information dissemination but also significant platforms for the overseas dissemination of Chinese culture. According to the World Chinese Media Development Report (2023), Chinese media exist in 73 countries and regions across five continents, among which Asia has the largest volume of Chinese media. Many of them attempted bilingual publishing, which will break the narrow circumstance where overseas Chinese media only serve overseas Chinese and further enhance the efforts to disseminate Chinese culture and promote exchanges and cooperation between Chinese and foreign governments.

2.3 The Role of Overseas Chinese Media in the Dissemination of Chinese Culture

The "2024 Overseas Chinese New Media Innovation and Development Report" indicates that the functional positioning of overseas Chinese new media is shifting from traditional content production and dissemination to the composite media function of multi-value integration and development. By reporting on China's economic, cultural, and social status quo, overseas Chinese media enable overseas readers to understand China's development and changes, allowing overseas readers to sense the vitality of Chinese culture. Additionally, overseas Chinese media convey China's voice by reporting

Chinese news and provide authentic and comprehensive information to overseas readers. Chen Guoli (2019) proposed that overseas Chinese media, as disseminators, interpreters, and practitioners of the "Chinese Dream", will play an irreplaceable and vital role in shaping a favorable international image of China and promoting the global declaration of the "Chinese Dream".

2.4 Practice Paths for Overseas Chinese Media to Enhance the Ethnic Cultural Identity of Overseas Chinese

Ding Hegen (2017) pointed out that there are numerous channels and carriers for overseas Chinese communication, and Chinese media is one of the main ones, which plays a significant role in enhancing the national cultural identity of overseas Chinese. Overseas Chinese media have adopted various practical approaches to enhance the national cultural identity of overseas Chinese. Firstly, they promote the core values of Chinese culture, deepen cultural exchanges and cooperation, and actively participate in international cultural exchange activities. Secondly, by reporting on Chinese traditional festivals, folk art, and food, overseas readers can experience the charm of China. The "2024 Overseas Chinese New Media Innovation and Development Report" calls on overseas Chinese new media to actively respond to the overall situation of high-quality development of the motherland, consciously improve the effectiveness of international communication, tell China's story well to the world

3 RESEARCH METHODOLOGY

3.1 Theoretical Framework

3.1.1 Cultural Capital Theory

It was first proposed by French sociologist Pierre Bourdieu in 1986. It emphasizes the value and importance of culture to individuals and society, and culture exists in the form of spirit in specific individuals, which is a cultural ability of sustainable development. Cultural capital is carefully invested and developed on the basis of the natural formation of culture, and is the cultural ability obtained by individuals in order to realize their own value through educational investment.

3.1.2 Symbiosis Theory

The term “symbiosis” was introduced into biology by Anton de Bary in 1879. Symbiosis is a biological term referring to “a close, sustained coexistence of two species or kinds of organisms” (Encyclopedia Britannica, 1992). Current studies on industrial symbiosis from three main perspectives: characterization of the conditions under which industrial symbiosis complexes form, the exchange relationships that sustain their development, and the benefits that accrue to industries that participate in them.

3.2 Description of the Complex Relationship

3.2.1 Culture and Communication

The co-creative role of culture and communication in intertwining societal perceptions with self-concepts and meaning generation is crucial for understanding the dynamics of our shared realities, individual identities, and the transmission of meanings across different contexts. This highlights the importance of integrating cultural grounding and literacy within communication education for aspiring journalists and media creators to enable sensitive representation and contextualized interpretation essential for impact practice.

3.2.2 Content and Performance

Both the content and form of culture play significant roles in influencing people's cognition of culture. Therefore, respecting these relationships is essential when integrating cultural traditions into education to produce positive results.

3.3 Data Collect and Analysis Methods

This research is a content analysis study. The researchers collected literates from CNKI and Google Scholar database, and data from research samples by interview. Nvivo is used for data analysis.

4 FINDINGS AND CONCLUSIONS

4.1 Challenges Faced by the Protection of Rural Traditional Culture Under the Background of Rural Re-Vitalization Strategy

Firstly, with the acceleration of economic development, traditional villages are hollowing out, the phenomenon of aging is serious, the countryside is in decline and depression, ancient buildings are dilapidated and have no one to repair or even face collapse, there are few heirs of traditional skills, and traditional customs are gradually declining.

Second, policy implementation is not in place. Local laws and regulations, institutional constraints are weak, lack the support of the upper law, only rely on the local, villages and towns alone, for the protection of traditional villages, it is a more difficult thing.

Thirdly, there is a shortage of funds and prominent contradictions. Local governments rarely include the expenditure for the protection of rural traditional culture into their fiscal budgets, and the funds are obviously insufficient. Most of them are invested in the construction of rural infrastructure, which restricts the development of traditional culture and has a slow effect.

4.2 Analysing on the Core Features of Rural Traditional Culture from the Multiple Perspectives of Cultural Cognition

The fine traditional Chinese culture has a long history and is extensive and profound. It is the crystallization of the wisdom of the Chinese civilization. Each ancient village has its own long history and splendid culture, with its own uniqueness and channels for resource transformation, which is the aspiration of the public to embrace traditional culture and local civilization.

The report to the 20th National Congress pointed out that "we should make deep efforts to tap into the ideas, humanistic spirit, and moral norms contained in fine traditional Chinese culture, and carry on and innovate in light of the requirements of The Times, so that Chinese culture will exhibit its permanent charm and the charm of The Times".

4.2.1 Mining the Core of Rural Traditional Culture

Village culture, which is rooted in traditional society, contains the essence of enduring value. What kind of spiritual nature and principles of healing can they trace back to? What kind of character are they? What is its value? Is the core of culture.

Rural traditional culture includes farming culture, ecological culture, national culture, folk culture and other aspects, "from the Chinese characteristics of the agricultural solar term, to the road nature, nature and human integration of ecological ethics. From houses and villages with their own characteristics to the ingenious agricultural landscape; from the festival activities with local flavor to the colorful folk art; from the ancestral teachings of farming and filial piety, to the local customs of neighborhood watch and honesty and courtesy, these are the distinctive labels of Chinese culture. They all carry the genetic code of the Chinese civilization and highlight the ideological wisdom and spiritual pursuit of the Chinese nation".

4.2.2 Analysis of the Strategy and Path of Core Reconstruction of Rural Traditional Culture

The excavation and reconstruction of the core of traditional culture is not only a process of condensing and forming the core value system, but also a process of public acceptance and recognition of the spirit of traditional culture; It is a sign of and an important support for the prosperity and development of culture.

To reconstruct the core of rural traditional culture, we can adopt methods and strategies such as inheritance, repair, reorganization and development according to the characteristics and existing conditions of culture, and promote the brand project of "one village, one product" of traditional village cultural heritage.

Inheriting the Original Ecology. Culture is the expression of people's ideas, feelings and souls, without people's emotions and spirits, no matter how good the form and skills have nothing to do with excellence; Nationality and tradition are the root and origin of culture, if the root vein is lost, it will wither. The connotation mining and reconstruction of rural traditional culture should be based on the inheritance of the overall feeling displayed by the culture itself, and the historical continuation and sustainable development of various cultural factors should be fully considered. Otherwise, the overall charm and characteristics of the village cannot be displayed, and

it is not conducive to the construction of the village cultural brand.

Selective Repair. Focus on a group of the most distinctive cultural elements for restoration. Among the traditional villages in Jiangnan, the buildings built during the Ming and Qing Dynasties are of great preservation value. Effectively protecting and repairing these historical relics is the first problem to be solved in the village development and cultural reconstruction. There are two directions for the renovation of the building group: one is the overall renovation of the building group, which aims at maintaining the continuity and integrity of the village space; The second is to partially repair the historical buildings, landscapes, places and other elements that can reflect the cultural characteristics of ancient villages, so as to express the historical artistic conception as accurately as possible.

Fusion Recombination. Rural traditional culture, in the baptism of time circulation, the cultural elements of the past dynasties superimposed on each other. The cultural imprints of the past dynasties are interwoven with certain specific rules, forming a complete village characteristic culture and displaying the unique style of the village. In the reconstruction of rural traditional culture, fresh cultural factors should be injected into special nodes in a planned way on the basis of grasping the overall framework of the village, so as to promote the overall healthy development of rural traditional culture.

Innovative Development. Innovation is the driving force of cultural development. While formulating the development strategy for culture, the government has also endowed culture with the connotation of innovation, requiring that "the spirit of innovation permeates the whole process of cultural creation and production". To realize the prosperity and development of culture is a major issue of The Times, and it is particularly important to innovate the production content and communication mode of cultural products. Without innovation, there will be no living conditions and development space for culture. Without innovation in place, the development of culture will lose its due vitality and charm.

4.3 Exploring the Production Mode of Traditional Cultural Products from the Development Perspective of Cultural Innovation

The improvement and popularization of new media, digital technological means and terminal equipment have produced an audience group with very similar information and cultural back-ground, and also enriched the means of cultural expression. The production of rural traditional cultural products is also derived from the wings of science and technology.

Driven by modern science and technology, the production of each cultural product will no longer be a single product form, but to consider the complete industrial chain through product production, sales and feedback at the beginning of design, thinking about cultural connotation and expression mining, cultural image design, cultural form packaging, thinking about improving the experience and expression of cultural products.

4.3.1 Develop Characteristic IP, Derivative Innovation and Expand the Industry

IP is a content system with commercialization, productization and value. For traditional villages, IP is the characteristic of the village, the core element of the village, the core cognitive product of the village, the core attraction of the village, and the characteristic industry that is subdivided to the extreme. In the era of pan-entertainment Internet and mobile, featured IP can create fan economy, social and economic benefits.

Therefore, the development of traditional villages needs to tap the core and vitality of culture, identify and highlight the characteristics, transform resources into content, form a good cultural output, and realize the conversion of content into value. This is the driving force for the development of traditional villages and the basis for sustainable development. Whether the cultural products contain sufficient cultural connotation, whether there is a touching story de-sign behind it, beauty, emotion and entertainment sense have become the key to the competition of cultural and creative products.

Further development can be based on the characteristic IP, make full use of diversified cultural carrier resources, complete IP adaptation and series derivative, and even create new IP, and use the communication effect of IP to develop the surrounding industries, and even change the financing form and business model, so that the dissemination scope and effect of traditional culture can be

extremely expanded. Such an innovative development model is worthy of our research, exploration and reference.

4.3.2 Leveraging the Power of Modern Technologies to Realize Technological Development and Expand Neighboring Industries

Modern technology has become a way of life. Under the premise of continuous improvement of Internet, cloud computing, big data and other technologies, the production of traditional cultural products has begun to explore services based on different life application scenarios, giving culture a new derivative channel.

First of all, the development of audio and video production and communication technology has made personalized, scene-oriented and interesting mobile audio and video content production the norm. It ADAPTS to the fragmented and visual characteristics of human reading in the era of mobile Internet. The most prominent representative is the development of short video. The content production mode of mobile audio and video of traditional culture has activated the vitality of traditional culture and played a boosting role in the inheritance and pro-motion of traditional cultural spirit.

The second is the modern visual technology display. Modern sound and light technology creates a gorgeous sound and light scene for the display of performance culture, creates an atmosphere, and makes the presentation of culture more visual impact, and the traditional culture resonates with science and technology. Hologram technology, using different combinations of sound and light, can vividly reproduce the virtual image.

With the help of artificial intelligence technology, cultural creation is carried out, breaking the barriers of cultural cross-language and cross-regional transmission, and also bringing a comprehensive upgrade of audio-visual sensory interaction experience. With the advent of the AI era, the cultural and creative industry has also begun to shift to the direction of intelligence, and new technologies have brought new added value of science and technology to the cultural and creative industry.

4.3.3 Innovate User Experience Models

The ultimate goal of the inheritance and promotion of traditional culture is the psychological perception of users. User psychological perception mainly includes three aspects: entertainment perception, aesthetic perception and emotional perception, paying special attention to the experience marketing of the

development trend of new user experience consumption.

Experiential marketing emphasizes the value of consumers' experience. The typical representative is the "technology + culture" immersive experience. By establishing the application of virtual reality, augmented reality, mixed reality and other technologies, it creates a new visual form in the virtual world, pays attention to the immersive real experience, provides participants with a virtual environment that is infinitely close to the real situation, satisfies the audience's zero-distance perception of traditional culture, and ensures their new body sense participation.

National cultural identity in experience marketing takes storytelling as the core, which not only allows the audience to consciously understand the content of traditional culture, but also allows the audience to consciously bring the sense of identity, and understand the spiritual core and essence of traditional culture while generating emotional resonance.

4.4 With the Integration Perspective of All-Media Communication, the Multi-Component Construction of Rural Traditional Culture Integration Communication Strategy Construction

The inheritance and development of traditional culture not only depends on the internal tension of traditional culture itself and the vigorous vitality of innovation, but also depends on how it is spread and accepted by the public. At present, it is necessary to analyze the influencing factors that adapt to the omnimedia communication of traditional cultural products from the integrated perspective of omnimedia communication, and build a malleable omnimedia communication matrix of rural traditional culture.

Overseas Chinese media can and should, according to the information needs and spiritual needs of overseas Chinese, examine the relationship between overseas Chinese, overseas Chinese media, home country and residence in the context of the globalization process, and explore the integration and communication system of rural traditional culture jointly built by diversity from the perspective of cross-cultural communication, so as to enable the global development of the Chinese language.

4.4.1 Joint Efforts of Multiple Entities

Media fusion is a new mode of operation under the diversification of information transmission channels, and it is an information transmission jointly built by multiple subjects. Its information disseminators are multiple systems, which complement each other and improve together. The core elements of the multi-body embodied in the integration and communication of rural traditional culture include: government-led, social participation, and market catalysis.

First, we should pay attention to the historical background of the development of traditional culture communication. As the core of the traditional culture inheritance system, the government is the overall commander, organizer and supervisor of cultural development to help rural revitalization. It provides policy guarantees, formulates standards and norms, regulates production and dissemination behaviors, and ensures the normal operation of the industrial chain.

Second, we should understand that social participation is to make up for the lack of public cultural services provided by the government, guide organizations or individuals to participate in the production of public cultural products, provide public cultural services expected by the government, and realize the extension of government capabilities and functions. The performance is that organizations or individuals participate in in-depth cooperation in technology research and development, content production, application development, channel communication, investment and operation, platform promotion, supporting services, etc. Cultural service industry subjects such as libraries, museums, cultural centers, smart teaching organizations serve to create the last kilometer space and atmosphere of cultural transmission.

Third, we must recognize that traditional culture has a modern development environment. With the prosperity of the consumer society, traditional culture, including cultural undertakings and cultural services, has begun to enter the cultural consumption market in a way that is more widely accepted by the public. With the continuous development of the market, the boundary between cultural undertakings and cultural industries becomes blurred, and the mass cultural consumption circle gradually takes shape.

4.4.2 Emerging Technologies Are Helping

Take advantage of new technologies to strengthen communication capacity, especially the use of mobile Internet, big data, artificial intelligence, blockchain, 5G and other technologies to realize data

interconnection, visualization and intelligence in the cultural industry.

Use New Technologies to Build Cultural Resource Repositories. Rely on cloud computing technology to build a service platform, establish a diversified digital management platform, gather various types of digital resources, such as video resources, net-work information resources, and build a multi-source heterogeneous digital resource library; Through cloud services and shared space, digital resources can be shared, co-built, long-term preserved and efficiently transmitted. Participants should focus on inviting traditional inheritors of folk culture to serve as important promoters of digital management platforms, so as to enhance their confidence in disseminating culture.

Use Digital Technology to Build Display Platforms. Digital technology is a good means of displaying and disseminating traditional culture, and helps to protect intangible cultural heritage. In order to achieve digital exhibitions and the spread of traditional folk culture, digital data must fully record not only the contents of traditional culture, but also the modes of expression, as preserving and creating conditions conducive to the cultural enrichment of their ancestors, modes of expression, etc., is important to ensure the sustainability of culture. The data resources can be built into an open digital library to realize "Internet + public service", and can also be integrated and processed according to user needs for heterogeneous data, complete data screening, and provide characteristic services.

Use Digital Technology to Establish a Management Platform. Digital technology records, storage, dissemination and display, there is a risk of technical security risks. It is necessary to focus on improving the security factors of digital exhibitions and traditional popular culture communication, and to manage and prevent the security risk points in the digital communication management platform, so as to promote the effective exposure and dissemination of information.

4.5 Construction of Integrated Communication Media Matrix

The spread of culture depends on the development of media. With the development of communication technology, Chinese traditional culture has adopted different modes of communication. Both traditional media and new media have their own advantages in

the dissemination of traditional culture. Traditional media can make full use of its advantages of "content is king", carry out systematic, comprehensive and overall reports, and become a magic weapon to attract audiences to systematically understand traditional culture. Advanced new media and digital technologies, including cloud computing, big data, multi-channel and multi-platform technical foundation support, have a wide range of audience groups, these advantages provide a better path and space for the dissemination of traditional culture. We should be committed to studying the communication forms of fine traditional Chinese culture in different media, relying on the law of news communication and the law of media development, integrating multi-form media resources, exploring new paths for the all-media communication of traditional culture, constructing an integrated media communication matrix, forming a new pat-tern for the development and communication of traditional culture, and vigorously demonstrating the charm of Chinese culture..

5 SUMMARY AND REFLECTION

Industrial revitalization is the foundation, personnel revitalization is the key, cultural revitalization is the soul, ecological revitalization is the support, and organizational revitalization is the guarantee. As long as the soul of rural culture is well formed, it can provide intellectual support and spiritual impetus for rural revitalization. The integration of traditional culture and emerging technology makes positive contributions to the sustainable development of traditional cultural heritage, and is an important force for the reconstruction of Chinese traditional culture system on the basis of Chinese cultural confidence, and the realization of rural revitalization and national rejuvenation.

As an important link between the country and overseas Chinese, overseas Chinese new media serve as an information platform for overseas Chinese, especially the new generation of immigrants, to share, interact and exchange information, carrying a kind of nostalgia and a kind of reverence for home and country, and also becoming a new force for spreading Chinese culture, telling Chinese stories and shaping China's image to the international community. While adhering to the concept of "a community with a shared future for mankind" and with a heart of a child, overseas Chinese media actively participate in the dissemination of rural traditional culture, integrate into the overall national strategic communication,

attack in multiple ways and multiple ways, build a new matrix of communication, and stick to the position of China-related reporting, so as to contribute their own strength to the realization of the Chinese dream and the great rejuvenation of the Chinese nation. It can fulfill their own responsibilities and responsibilities, and win a better influence in the global communication pattern.

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