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Research on English Learners' Inheritance and Dissemination Model of Huxiang Culture from the Perspective of New Media

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Abstract: As the CPC Central Committee with Xi Jinping at the core highlights the inheritance and development of fine traditional Chinese culture, it gives instructions on the importance of Chinese culture. Represented by the spirit of worrying about the world and daring to be the first, Huxiang culture is an important component of Chinese culture. Thus, the inheritance and dissemination of Huxiang culture are of great significance to the development of Chinese culture, which is not only conducive to the "go global" of Chinese culture, disseminating in the international arena, enhancing the national cultural soft power, but also promoting the sustainable economic development of Hunan region. This research takes English learners as the start point to inherit and disseminate Huxiang culture based on enhancing the cultural identity and self-professional ability. With this premise, new media technology is applied to promote the dissemination of Huxiang culture in the international arena. In the end, English Learners' Inheritance and Dissemination Model of Huxiang Culture can be concluded as English Learners' Cultural Identity + Self-Ability Improvement -- Mastering the Connotation of Huxiang culture -- Using New Media Technology to Disseminate Huxiang Culture. It is an effective way to help Huxiang culture go out and disseminate it to the whole world.

Keywords: New Media; English Learners; Huxiang Culture; Inheritance and Dissemination Model.

1. Introduction

Since the Party's 18th National Congress, the CPC Central Committee with Xi Jinping at the core has attached great importance to the inheritance and development of fine traditional Chinese culture that represents the wisdom and essence of Chinese civilization and is the root and soul of the Chinese nation. At present, as China moves closer to the center of the world stage and becomes a participant, builder, and leader in promoting the peaceful development of the world, it is of vital importance to make efforts in various fields, especially the field of culture. In this context, although there have been many scholars introducing and analyzing fine traditional Chinese culture, only a few of them have researched on the inheritance and dissemination model of the Huxiang culture from the perspective of English learners. Therefore, this research takes English learners as the start point and mainly researches on the inheritance and dissemination model of Huxiang culture with the help of new media technology. To some degree, this model could contribute to the inheritance and dissemination of Huxiang culture, and help English learners better inherit fine traditional Chinese culture and make Chinese culture "go global", which extends the diversity of the world's cultures.

2. New Media Technology

The continuous renewal of mobile Internet and wireless communication technologies has greatly improved the information-carrying capacity and speed of information dissemination. So new media have leaped to become the main position of international communication. The distribution of new media communication is mainly in the fields of journalism and media, higher education, theater, film and television arts, and culture, which indicates that new media communication and cultural communication are inseparable.

2.1. Literature Review

According to scholar Kuang Wenbo [4], new media is a form of communication characterized by digitization and interactivity, using digital technology, computer networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, cell phones, and digital TV sets to provide information and services to users. The scholar Liao Xiangzhong[7] holds the opinion that new media is "digital media as the core of new media", which is a form of communication that provides information and services to users through digital interactive fixed or instant mobile multimedia terminals. From the definition of new media, it is obvious that this technology is convenient and accessible for common people to use with its characteristics of universal accessibility.

Taking academic journal as observation points, this research takes "cultural communication from the perspective of new media" as keywords to search on CNKI. Except for book reviews, 47 papers were obtained. With the help of CNKI's measurement visualization analysis based on cite-space software to obtain the keyword co-occurrence network, and keyword visualization analysis, domestic research on the topic of cultural communication from the perspective of new media began to rise in 2013, and appeared after a slight decline in 2020 then showed a rapidly rising trend (see Fig. 1).

It can be seen that new media has great research potential in the next few years. According to the 47 papers, the themes are roughly divided into three categories: the first main category is based on the new media to explore the model of cultural inheritance and dissemination. The second category is to use the model that has been successfully used, hoping to arouse new ideas for the following cultural dissemination.

The third category is to analyze the common problems which are highlighted by new media in cultural dissemination, trying to find the right ways to achieve the purpose of cultural dissemination.

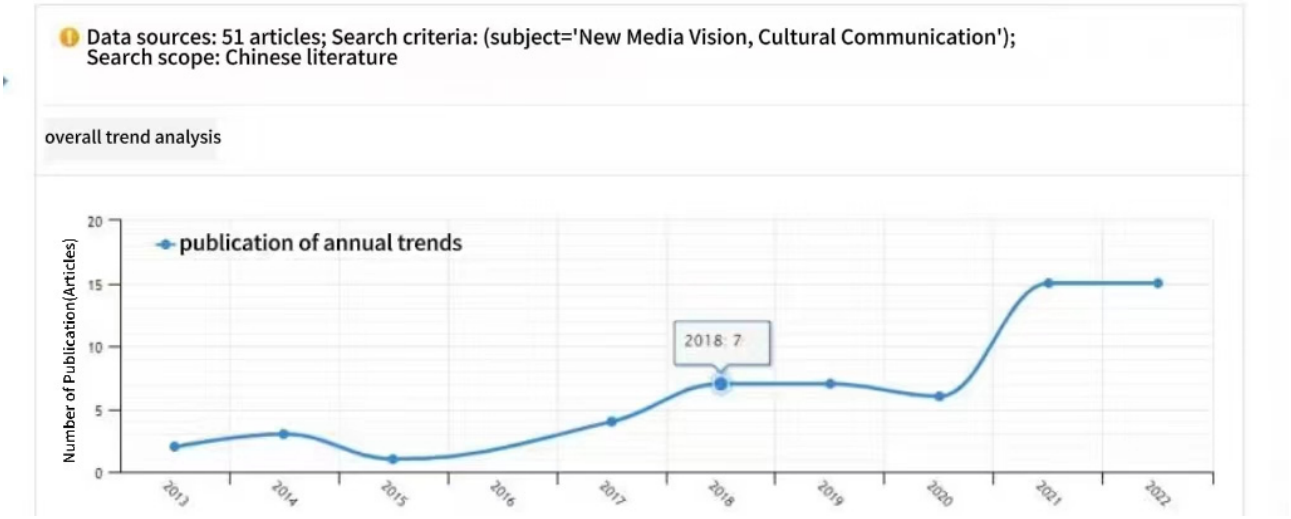

Fig 1. Visual analysis in CNKI

Therefore, the use of new media technology to disseminate Huxiang culture is a powerful means. The efficient dissemination of Huxiang culture in the new media will make other countries understand Chinese culture and Chinese national conditions, and enhance China's cultural soft power. In conclusion, new media technology plays a great auxiliary role in the inheritance and dissemination of culture, and is seen a very bright future.

2.2. New Media Amplification

Social media platforms like WeChat, Weibo, and Tiktok have emerged as powerful catalysts for the propagation of Huxiang culture. Through user-generated content, individuals share personal anecdotes, culinary experiences, and artistic endeavors, fostering a sense of community and solidarity among Huxiang natives and enthusiasts worldwide. Hashtags dedicated to Huxiang cuisine, music, and traditions serve as virtual portals, inviting users to explore and engage with the cultural tapestry of Hunan.

New media enables storytellers to weave immersive narratives that capture the essence of Huxiang culture. From documentary films to virtual reality experiences, digital storytelling transcends linguistic barriers, offering global audiences a glimpse into the heart and soul of Hunan. Through captivating visuals and interactive mediums, Huxiang culture is preserved and perpetuated for future generations, ensuring its legacy endures in the digital age.

3. Huxiang Culture

The culture of Hunan refers to the culture of the people based in the Hunan province of China. The mountainous terrain of Hunan separates it from the surrounding Chinese provinces, resulting in its own distinct characteristics. As the Xiang River runs through the province from south to north, Hunan is called "Xiang" for short and boasts its "Xiang Cuisine", "Xiang Embroidery", "Xiang Opera", and "Xiang Army". Therefore, the culture of Hunan is also called the Huxiang culture.

As far as academic research is concerned, there is no lack of research on the concept of Huxiang culture in academia. The scholar Zhu Hanmin[18,19] believes that Huxiang culture is a unique regional culture formed in Hunan. The broad sense of Huxiang culture is that all historical cultures within Hunan province; while the narrow sense of Hunan culture is that only the ideology and academic, customs and folklore, and social psychology associated with Hunan's political region and that having inherited veins and stable qualities.

Huxiang culture inspires the Hunan people to strive for the future, shapes the Hunan spirit with distinctive regional characteristics, and its unique spiritual connotation and cultural heritage.

3.1. The Categories of Huxiang Culture

Huxiang culture is originated in Chu state culture from the Zhou Dynasty. The meaning of Huxiang culture contains two aspects. Generally speaking, it refers to the sum of social consciousness, red culture, folk customs, and so on that have been created in the long-term history of people of all ethnic groups in Hunan. In a narrow sense, it refers to the spirit that developed and accumulated on this basis.

3.1.1. Social Consciousness of Wang Chuanshan

Wang Chuanshan is one of the important representatives of Huxiang culture. Influenced by Neo-Confucianism in the Song and Ming Dynasties, he inherited and innovated the historical tradition of Chinese academic culture. His thoughts were influenced by the Huxiang culture in the Song Dynasty, which also enriched the later development of Huxiang culture, and had a great influence on subsequent Huxiang scholars and celebrities. In terms of thought, Wang always maintained his own views. Chen Lai [1] comments, "On the one hand, Wang's intellectual innovations and classical interpretations remained within the scope of Confucianism. On the other hand, because Funshan did not confine himself to any one of the schools of Cheng-Zhu or Lu-Wang, he showed his relatively independent character."

As for Wang's contribution, Yang Jinxin[14] says: "Wang Chuanshan not only attached importance to philosophical research, but also made epistemology the main part of philosophy, which was his outstanding contribution." And Liang Qichao[6] held in *The Philosophy of Confucianism*: "In recent times, Zeng Guofan and Hu Wenzhong (Lin Yi), and more recently, Tan Sitong and Huang Xing, were also influenced by him. At the late Qing Dynasty and the early

People's Republic of China, there was no intellectual class that did not know Wang Chuanshan, and there were many young people who made enthusiastic research about him, which can also be said to be subtle virtue and light, long and more prosperous". Selected journals as observation points, searched on CNKI with the keyword "Wang Chuanshan", 1714 pieces of valid information are obtained. With the help of CNKI's visual analysis diagram (Fig. 2), it was found that the research on Wang Chuanshan from all walks of life mainly focused on philosophy, literature, and ancient Chinese history. Among them, philosophical research accounts for 55.76%, the most of the research on Wang Chuanshan in the academic circles. It can be concluded that Wang Chuanshan's philosophical thoughts have far-reaching influence on later generations in the Hunan region or even all over the country and are worthy to learn by others.

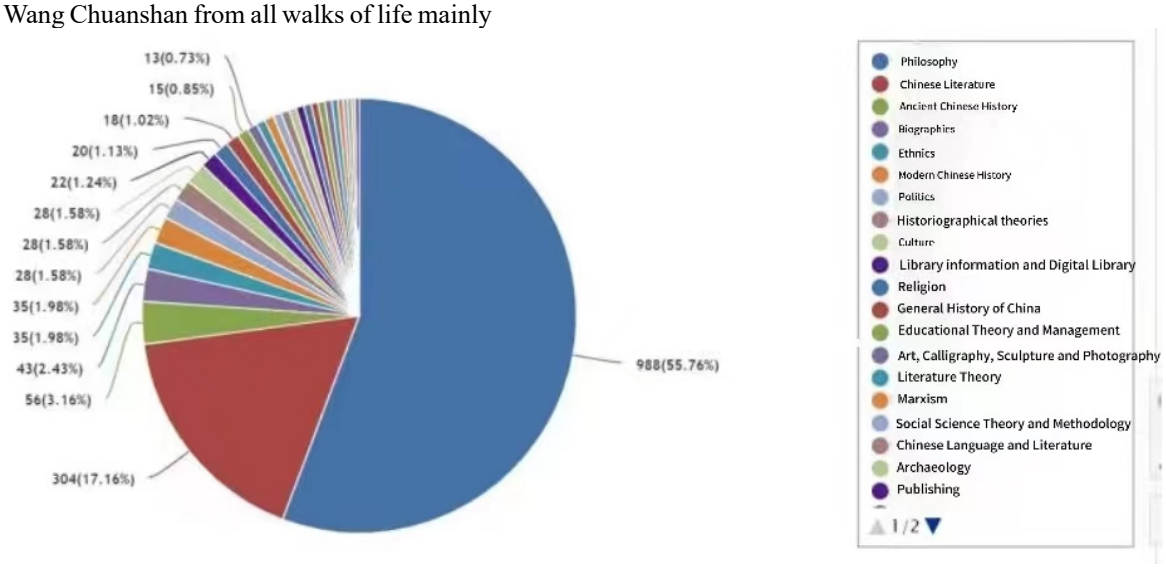

Fig 2. Visual analysis diagram

3.1.2. Red Culture of Hunan



Fig 3. The red tourist map of Hunan

As a unity of material and spiritual wealth, Huxiang red cultural resources refer to the collection of the physical entity, events, characters and spirits formed and accumulated by the people of Huxiang under the leadership of the Communist Party of China during the new democratic revolution and socialist construction for national liberation and prosperity.

Huxiang red culture is a regional culture with its rich connotations and diverse forms. It boasts not only the

commonalities of the national red culture but also unique characteristics of Huxiang culture, such as the courage and responsibility for the world. Specifically, Huxiang red culture includes revolutionary sites, cultural relics, documents of major historical events, residences of historical figures, revolutionary heroic deeds, theories and so on. Hunan is a holy land of revolution and a hot spot for red culture. It is rich in red cultural resources and possesses more than 470 patriotic education bases at all levels (see Fig. 3), including 29 at the national level and above 158 at the provincial level, which ranks No. 1 in China.

From Fig. 3, it can be seen that rich red resources which are the precious wealth that revolutionary predecessors left can be found in Hunan. These red cultural resources are the eternal source of motivation to inspire people to keep moving and the important composition of Huxiang Culture. Therefore, people can not only learn the excellent genes of Huxiang culture in theory, but also in practice. By visiting the Huxiang red cultural base and placing themselves in the historic sites, people will understand deeper of Huxiang red culture.

3.1.3. Folk Customs of Hunan Minorities

There are 55 ethnic groups in Hunan, and the minority population accounts for one-tenth of the total population of the province. The ethnic groups are rich in cultural resources and mainly live in the mountainous areas of western, southern and eastern Hunan. Among the various ethnic groups in Hunan, the Miao and Tujia nationality occupy an important position in population. The following is an introduction to the basic situation of the Miao and Tujia nationality.

1) Miao Nationality

In the course of long-term historical development, the Miao nationality in Hunan has formed its unique customs and habits in terms of dress, festivals, wine totems, education, taboos, etc. There are more than 130 styles of Miao costumes and its own craftsmanship with national characteristics, especially the Miao women's clothing. Its production techniques include embroidery, batik, flower weaving, etc., many of which have been included in the intangible cultural heritage. The Miao people wear various kinds of silver ornaments constituting a major feature of the Miao people's body ornaments. Furthermore, there are many festivals and large scale activities of the Miao people in western Hunan. Among those festivals, the most representative one is April 8th when they wear colorful dress and gather together to sing and dance and take part in activities. The Miao people like to drink wine to relieve fatigue, to show respect with wine, to offer wine to ancestors, to treat guests with wine, to express love with wine, and to celebrate with wine which extend the wealth of interesting customs of toasting and drinking wine.

These unique customs of the Miao nationality have already become an inseparable part of the Huxiang culture. In the face of these niche but very precious branches of the Huxiang culture, people should not only protect them, but also inherit and disseminate them, and make more foreigners see the wonderful and colorful Huxiang culture and appreciate the charm of Chinese culture.

2) Tujia Nationality

The Tujia nationality have a variety of traditional customs. In addition to rice, the most common daily food is baogu rice, which is mainly made of corn, mixed with rice in moderation and cooked in a pot. The art of weaving and embroidery is a traditional craft of Tujia women. Other traditional crafts of the Tujia include carving, painting, paper-cutting, batik and so on. The Tujia people love to sing folk songs, such as love songs, kukiahe, baishou songs, labor songs, pan songs. Traditional dances include "baishou dance", the "Babaobao copper bell dance" and the "Maogus song and dance". And the musical instruments include Suona, Muye. The traditional festival of the Tujia people is the Kujia Festival. The main etiquette is to greet each other with hospitality when guests coming.

The customs and habits of ethnic minorities in different regions of Huxiang are different, and these small cultural branches converge to be an important part of the culture of Huxiang.

3.2. Significance of Huxiang Culture

As a component of Chinese culture, Huxiang culture plays an important role in developing economic and culture of Hunan, transmitting Chinese culture, and improving Chinese culture soft power.

3.2.1. Significance to Hunan Region

Huxiang cultural dissemination promote the economic and cultural development of the Hunan region. The spirits of Huxiang culture such as worrying about the world, daring to be the first, aggressive and hardworking play a great role in overcoming the materialistic culture of modern society and influence people in the Hunan region and even all over the country. In the view of scholars, Shi Haiwei and Lei Jing [11] believe the good quality of Huxiang culture provides strong spiritual resources, intellectual support and development opportunities for economic development. And red culture and minority culture can be industrialized to drive Hunan's sustainable economic growth. Furthermore, scholars Jin Le and Deng Heqiu [5] hold that "the spiritual qualities given to Hunan people by Huxiang culture accumulated for thousands of years have made Hunan people one step ahead in the understanding and practice of cultural industry and promoted the reform of cultural undertakings and the development of cultural industry." The development of the Hunan cultural industry is further said to bring strong power to support the economic development of the Hunan region. Thus, the dissemination of Huxiang culture can better promote the economic and cultural development of the Hunan region.

3.2.2. Significance to Chinese Culture

Huxiang cultural heritage is conducive to the transmission of Chinese culture. Professor Zhu Hanmin [18, 19] mentioned that "because Hunan scholars were committed to the values and ideals of 'cultivating oneself and ruling others' and 'taking the world as one's duty', they became the backbone of the transformation of Chinese culture and modernization of Hunan." In the modernization of Chinese culture, from Wei Yuan's call for "mastering the skilled skills of foreigners to treat them", to Zeng Guofan and Zuo Zongtang's dispatch of foreign students, then to Tan Sitong's writing of *Renxue* as an ideological platform to promote China's institutional culture and intellectual culture in modern times, Hunan figures have been making efforts to develop Chinese culture. This shows that Huxiang culture is closely linked to Chinese culture, and the Huxiang figures' sense of helping the world and their country link their fate to the country. Therefore, the development of Chinese culture is to a certain extent inseparable from the development of Huxiang culture and Huxiang cultural heritage is conducive to the transmission of Chinese culture.

3.2.3. Significance to National Soft Power

Huxiang culture communication can improve national cultural soft power. In recent years, the foreign

communication of Chinese culture in the context of globalization has gradually shown a new trend of media diversification. As a branch of Chinese culture, the dissemination and exchange of Huxiang culture have expanded the ways of Chinese culture dissemination in the international arena. According to scholar Luo Yuting [8], "cultural soft power is the cohesion, attractiveness and influence of a country's culture. The cohesion of culture within a country and the attractiveness of culture to other countries in the world constitute the cultural soft power of a country from both internal and external aspects, expanding the influence, competitiveness and comprehensive power of a country." And the external communication of Huxiang culture can enhance the country's cultural soft power from the external aspect.

4. The Model of Inheritance and Dissemination of Huxiang Culture

Through a series of researches on Huxiang culture and new media, taking Engilish learners as the start point, the model of inheritance and dissemination of Huxiang culture can be concluded as English Learners' Cultural Identity + Self-Ability Improvement — Proficiently Mastering the Important Connotations of Huxiang Culture — Using New Media Technology to Disseminate Huxiang Culture.

4.1. English Learners' Cultural identity+ Self-Ability Improvement

In addition to the industrialization of Hunan cultural resources, the international communication of Huxiang culture can be disseminated abroad through new media to disseminate the stories of outstanding characters, minority culture and red culture in Huxiang culture to the world. Translation and cross-cultural communication are essential to this process, and English, the universal language, plays an important role in it. Therefore, English learners play a major role in the dissemination of Hunan culture. To better inherit and disseminate Huxiang culture, English learners need to have a sense of identity in Chinese culture, which has attached a great importance in English learning because English learners need to interact with other cultures frequently, which may be easy to lose their sense of own culture. English learners who need to equip with higher cultural identity are the bridge between Chinese culture and Western culture and are of vital importance in cross-cultural communication. With the help of this characteristic to disseminate Huxiang culture, English learners can better disseminate Huxiang culture to go global. Thus strengthening English learners' sense of Chinese cultural identity is an indispensable course in cross-cultural communication. At the same time, English learners' learning of Huxiang culture is useful to strengthen their own cultural identity, which can avoid them being anxious about cultural identity due to language learning and excessive exposure to other cultures to some degree.

4.2. Proficiently Mastering the Important Connotations of Huxiang Culture

English learners, the main force of international communication of culture, should continuously learn the connotation of Huxiang culture and master the definition, specific categories and contents of Huxiang culture on the basis of enhancing the influence of our own culture. This will ensure the accuracy of Huxiang culture and its unique characteristics in the process of its dissemination process. Therefore, for English learners, learning Huxiang culture is a good way to cultivate their cultural confidence and sense of cultural identity in their own national culture, which can intensify their cultural confidence in cross-cultural communication. This is also another way of inheriting and disseminating Huxiang culture in addition to non-heritage handicraft inheritors and others.

4.3. Using New Media Technology to Disseminate Huxiang Culture

As the most powerful communication medium in the context of globalization, new media technology is an efficient means for cultural inheritance and dissemination. With the development of the Internet and the decline of traditional media, new media are showing strong vitality and will play an increasingly prominent role in cultural communication in the future. With a wide range of dissemination, convenient ways and relying only on the popular Internet technology, new media includes public account, video, news and other ways that are importantly supported by the Internet without the so-called trade barrier restrictions. Therefore, the dissemination of Huxiang culture can also use video and public numbers to put the special content of Huxiang culture in the form of English on the international platform. New media is a good approach to disseminate and promote Huxiang culture through text, video or other ways to better domestic English learners to inherit and disseminate internationally.

5. Conclusion

Huxiang culture is an important component of the fine traditional Chinese culture. English learners in the new era should actively absorb the excellent factors of Huxiang culture, and make use of their professional advantages combined with the new media technology to disseminate it to the international platform and help others appreciate the charm of Huxiang culture. In addition, the inheritance and dissemination model of Huxiang culture is based on English learners with the new media technology: English Learners' Cultural Identity + Self-Ability Improvement — Mastering the Connotation of Huxiang culture — Using New Media Technology to Disseminate Huxiang Culture. As is studied in this research, this model is an efficient way to inherit and disseminate the excellent Huxiang culture. Huxiang culture to the international community can not only contribute to the Chinese culture of going global, but also enrich the cultural diversity of the world.

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