The Dilemma and Path of Red Culture Communication in the New Media Era

Kai Liang[*]

School of Control Engineering, Chengdu University of Information Technology, Sichuan, China

[*]*corresponding author*

Keywords: New Media, Red Culture, Communication, Popularization

Abstract: Under the current new situation, traditional media has not been able to spread red culture very well. This article attempts to explore how to better disseminate red culture through new media means in the new historical period. For many people nowadays, they often lose their positive attitude towards life because of the lack of faith. While spreading the red culture, this article also promotes the popularization of Marxism, especially through the new media, so that everyone can better understand the charm of red culture, so as to better understand and understand Marxism. To improve the communication effect of red culture in social media, we must first establish red cultural communication thinking, increase the space for red cultural communication, and raise awareness of the characteristics of social media communication. The second is to build a good red cultural communication environment, enhance the interaction of the media and everyone to build an active red cultural network communication atmosphere, regulate network supervision to guarantee freedom of communication, and resist the spread of bad red culture. Finally, network virtual and reality combine to promote red culture communication, cultivate communication talents, stimulate communication awareness, strengthen cooperation, combine network openness and agglomeration reality, and also spread with contemporary social values to further promote the spread of red culture. New media has provided new carriers, new platforms and new ways for the spread of red culture. The rational use of new media is not only conducive to deep extraction of the genetic code of red culture, but also conducive to the inheritance and innovation of red culture in the modern context.

1. Introduction

Under the leadership of the Communist Party of China, the Chinese nation is based on patriotism and is characterized by hard work, courage, self-improvement, and morality. Under the leadership of the Communist Party of China, this national spirit has been further promoted to be guided by

Marxism. Political beliefs, lofty patriotism, selfless dedication, revolutionary heroism and other scientific world views, outlook on life and values are the pillars of the concept system, and the values contained therein constitute a red culture with Chinese characteristics. In essence, the red culture is the core social value system constructed by the leadership of the Communist Party of China and has rich scientific connotations. The socialist core value system is inherently contained in the red culture, and the red culture is the birthing mother of the socialist core value system. The party and the government have always attached importance to the spread of red culture. The traditional media red culture communication is a kind of "instruction communication" [1]. As a leader to convey instructions and supplemented by literary and artistic content, the audience can only follow the rules and regulations to produce obedience behavior, and cannot have self-initiative. People exchange ideas and opinions through the Internet platform. Social media provides an equal communication and interactive virtual space for everyone. Its anonymity, initiative, mass, fragmentation and other technical characteristics make social media beyond imagination. Tolerance and acceptance, it is necessary to pay attention to the effective use of red culture to social media. China's Internet users 829 million, mobile Internet users 527 million, netizens as a whole younger, among social media, 10 to 19 years old accounted for 35.6% of total social media users, 20 to 29 years old accounted for 38.7%, 30 to 39 years old 23.4%. Facing such a cultural communication and the development of social development, effectively inspiring the red cultural communication power of groups and individuals, it is necessary to stand on their basic point. "Instruction and communication" obviously does not meet the tastes of young audiences, and one conforms to the acceptance of young people. The way of psychological communication has been put on the agenda, which is the way of social media communication of red culture, through young social media to reduce people's sense of distance to the red culture [2].

General Secretary Xi Jinping once suggested that culture is an important factor and soul that affects whether a country can prosper and whether a nation can be self-reliant. We need to vigorously promote and spread the socialist culture with Chinese characteristics to the whole world, so that the people of the world can more recognize and appreciate China, and in this process form the self-confidence and inheritance of the socialist culture with Chinese characteristics. In the socialist cultural system with Chinese characteristics, the red culture created by the Chinese Communist Party to lead the people is an important pulse. From the perspective of communication, by analyzing the opportunities and challenges brought by the new media to the red cultural communication, this paper examines the current survival pattern of red culture [3], starting from the main part of cultural communication: the main body of communication, the channels of communication and the content of communication. How to strengthen the spread of red culture in the new media era, that is, what kind of communication subject is more dynamic, what kind of communication channel can better promote the sustainable spread of red culture, and what kind of red cultural text content can maintain the meaning of red culture Can be loved by a wide audience. In the process of cultural communication, the implementation of communication strategies and communication skills will ultimately be influenced and restricted by the cultural atmosphere and the communication environment-social and cultural information operation system. The breakthrough of these social dilemmas is also one of the focuses of red culture communication research [4].

The emergence of new media has brought new opportunities for communication to the red culture [5-6]. With the development of the Internet and the digital development of traditional media, there have been digital forms of traditional media such as digital magazines, digital newspapers, digital broadcasting and digital television. In addition, new media platforms such as blogs, podcasts, Weibo, WeChat, and mobile phones have emerged. Into the daily life of people. They break through

the spread of time and space barriers, enabling cultural information from different ethnic regions around the world to be disseminated through the Internet through these new media platforms. In the new media era, various media groups use media operation experience and superb communication skills to vigorously transport their national ideology and values for cultural aggression and penetration [7]. The strong invasion of European and American culture, emerging Asian pop culture and popular (such as Korean and Japanese pop culture), our cultural security crisis, cultural development crisis is flourishing [8]. How to carry out China's excellent cultural communication in this fierce global cultural competition, and to convey the Chinese voice, on the one hand, we need to re-examine our culture itself. On the other hand, superb and diverse cultural communication strategies and skills are necessary conditions. In the era of "the wine is also afraid of the deep alley", the spread of red culture and red spirit is one of the ways to realize the popularization and era of red culture [9].

It is of great significance to study the dilemma and path strategy of red culture communication in the new media era. First of all, strengthening the spread of red culture can reshape the national belief. The revolutionary ambitions in the red culture have firm beliefs and lofty beliefs. They hold the ideals of communism, adhere to the socialist convictions, do not admire fame and fortune, fear the dangers, difficulties and sacrifices, and dedicate themselves to the nation. Second, strengthening the spread of red culture can subsidize the construction and dissemination of Chinese image. The Chinese nation has always been a peace-loving nation. "The world is peaceful, the world is the same" is the common aspiration of all Chinese. As a messenger of peace, culture can soften and break away all kinds of "China threat theory" remarks. Finally, strengthening the spread of red culture can promote the improvement of China's cultural soft power. In the face of the current fierce cultural and cultural collisions, we have to recognize the weak position in the international cultural landscape, strengthen the red cultural communication to promote the reform and development of the cultural industry, and promote the improvement of China's comprehensive strength.

2. New Media and Red Culture

2.1. Red Culture

(1) The meaning of red culture

For what is the red culture, the connotation geometry of the red culture, there is no unified conclusion in the academic world. Wan Zhaohui and Hu Xiaoqiang believe that "red culture" refers to the Chinese Communist Party leading the Chinese people in the process of the new-democratic revolution to the socialist revolution and construction, advancing with the times, absorbing, integrating and optimizing the ancient and modern Chinese and foreign cultures. Thoughts, ideas, and characters with Chinese social background and characteristics of the times and all activities derived therefrom. Huang Lansheng believes that red culture refers to the special type of cultural phenomenon formed by the Communist Party of China leading the broad masses of the people in the great historical practice of realizing the independence, freedom, democracy and prosperity of the Chinese nation. Wang Yidi believes that red culture is an organic unity of material culture, institutional culture and spiritual culture. Lai Hong and Liu Haolin believe that red culture should be understood in a broad sense and in a narrow sense. The broad understanding is that the red culture can be attributed to the extent and achievements of people's material and spiritual power in the historical process of the world socialist movement; Understanding can attribute the red culture to the form of conceptual consciousness that the Chinese Communist Party has condensed in the historical practice of leading the Chinese people to realize national liberation and freedom and

building a socialist modern China. It is a cultural product, cultural activity and cultural concept that has grown up on the basis of revolutionary culture.

(2) Characteristics of red culture

To realize the scientific development of red culture at the high starting point of the new era and to face and solve the problems existing in the new media era, it is more important to understand the basic characteristics of the red culture, so as to understand the reality of the red culture in a deeper and deeper way. The meaning and strategic value, so as to put forward practical and practical strategies. The basic characteristics of red culture are: political and people with unified integration; unity of theory and practice; unity of spirituality and materiality; unity of nationality and openness.

2.2. New Media

(1) The concept of new media

The term new media is relative to traditional media. Generally speaking, it refers to new media forms developed after radio, television and magazines. Judging from the theoretical research results in recent years, different researchers have different concepts about new media settings, and the relatively representative new media concepts include three categories. One is to use time as a reference point to determine the concept of new media. For example, scholar Xing Changmin proposed in the theoretical research that the name of the new media is relatively speaking, mainly corresponding to the old media in the past. The types of media with corresponding advanced scientific and technological support in recent years can be called new media, and the concept holds that the concept of new media can be extended indefinitely from a time perspective. The second is to define new media from the perspective of media technology. For example, Professor Huang Chuanwu believes that the new media is a media type that properly applies digital network technology and mobile terminals. Such media is mainly used to disseminate relevant information services for users. The third is to define its concept through the actual characteristics of the media. According to this theory, the biggest feature of new media is that it can complete interactive behavior through digital means. For example, scholar Liao Xiangzhong and others have proposed in the research theory that new media belongs to the carrier that uses digital mode to complete information services in interactive multimedia types.

(2) Characteristics of social media

The rapid, massive and multimedia social media that spreads has the main characteristics of online media. The first is the speed of communication. Whether it is a social networking site, Weibo or WeChat, as long as it can connect to the Internet, information dissemination and content discussion can be carried out anytime and anywhere, especially under the popularity of smart phones, the speed of communication becomes more and more significant. As a medium with "temperature", the mobile phone is no longer a voice communication tool for two people, but a set of text, language, image and video. It is a one-to-many spread through mobile APP, such as Weibo in an emergency. The user role was converted into the "first live reporter", and the information was sent by sending Weibo to make up for the process of newspapers, TV, and news websites. Second is the massive and fragmented content of the dissemination. The convenience and speed of communication make everyone a communicator. Although the vast majority of information content is personal self-expression (ie, original ecological), lacking effective social and authoritative, everyone collects firewood with high flames and is ubiquitous. Internet users, ubiquitous things happen, and voluntarily provide information to make the information possible. At the same time, the characteristics of social media interpersonal interaction make the information content generally

short and easy to understand, and the in-depth discussion of things is limited. In the case of the expansion of information volume, the existence of information redundancy and the presentation of information fragmentation.

The private and public social media of the communication platform are private and public. The private display is that users use social media to handle personal things. They are selective, such as WeChat, users share accounts with each other, presenting the transformation of traditional interpersonal communication, reflecting the communication of strong relationships, high intimacy and high private density. The restriction of rights in media services can also be considered as a manifestation of privateness. For example, Weibo, QQ space and other information transmissions are "respecting each other's friends", "only visible to themselves", station messages, private messages, etc. The content publishing setting "fence" is only allowed by the user to accept relevant information. The publicity of social media is reflected in the information release in the form of bulletin board. Compared with the emphasis on the private nature of interpersonal communication, publicity is more concentrated on the distribution and dissemination of different information content. The non-rejection between users enables users to conduct information content. Many-to-many discussion and exchange.

3. The Dilemma and Path of Red Communication in the New Media Era

3.1. The Dilemma of Red Culture Communication

Economic globalization and integrated development have brought about the voice of "cultural globalization" and "cultural integration." The cultures of different nationalities and regions have dialogue, exchange and collision in the trend of globalization. On the one hand, they have greatly expanded the cultural connotation of their own nation and their own country. On the other hand, the "cultural globalization" and "cultural integration" promoted by Western countries. "Cultural standards are also obliterating the cultural individuality of different regions and nations. There is no distinction between good and bad culture, and there is no uniform standard. Different ethnic groups, regions and countries have different cultural characteristics. Americans advocate freedom and openness, Germans are strict and cautious, and French people admire romance. However, any culture can only develop and progress if it is tested and experienced in open and free social communication: development in competition, progress in development, and inheritance in progress. As an important part of the advanced socialist culture, the red culture is produced, developed and expanded under different social backgrounds. Each era has positive factors that promote its development, as well as negative factors that constrain its progress. The new media has indeed brought many communication opportunities for the spread of red culture. However, in the practice of red culture communication, there are still many practical dilemmas that restrict the spread of red culture. To clarify this realistic dilemma and find a response, and create a good cultural communication atmosphere and social communication environment, we can better implement the red cultural communication strategy.

The red culture spreads the "marginal" red culture as the culture formed by the Communist Party of China leading the people in the democratic revolution, socialist reform, and modernization. Its historical connotation, spiritual guidance, and cultural heritage maintain the close relationship between red culture and Chinese socialist theme. The status of the contact. In the past period of time, the red culture was directly used as the center of the main melody. News reports, radio and television, literary works, etc. all covered the red cultural content, promoting the spirit of the red culture, the media's spread of the intensity of the red culture, The positive feedback from the masses

constitutes a good red environment, in which various works that are now classified as "red classics" are born. After the reform and opening up, with the opening of the market, the opening of technology, and the opening of people's minds, the diversified culture appeared in the spread of the media, especially under the popularization of the Internet. Faced with explosive information presentation. Compared with the past, the media culture communication is more complicated today, especially in the change from institutional supply to market regulation. The media's focus has changed from the traditional political propaganda in the past to the multi-faceted meeting to meet people's different information. The demand, the dominant position of market regulation, and the success rate of click-through rate provide a good living environment for the prosperity of multiculturalism. In addition, the people who grew up in the new period have not experienced the baptism of war and blood in the Red Revolutionary era. The peaceful environment in which they live is more inclined to understand and accept liberalism, individualism, materialism, and people emphasize their individuality. Independence and freedom, and under the spread of the media, consumerism culture and hedonism culture have also been constructed and disseminated "reasonably", which casts a "material" shadow on people's spiritual world pursuit. People's production and life are surrounded by the multicultural communication of the media. The double wrapping of the spiritual world and the material world has caused the red cultural communication space to be squeezed.

The freedom of the Internet is accompanied by the loss of control. The network world formed by social media has both sin and reality. The technology that supports the development of social media gives netizens the freedom to exchange information. However, its abstract social principles make social media nourish morality and consciousness. Thin, spoof and vulgar. The same is true of the spread of red culture.

Virtuality's fuzzy socialization of principles covers the exchange of people's thoughts, consciousness and emotions. In reality, in order to coordinate the interactions between people, various social principles, including morality, laws and regulations, etc., have been formulated, under the premise of mutual compliance. Effective communication. The cyberspace constructed by social media is the information space under the technical support, and also the social space under the interaction of everyone. Therefore, the social media space can also be said to be the ideological space, the conscious space, the emotional space, but the network enables the generation of human identity. Subjective creativity, that is, the virtualization of identity. Virtualized identity can encourage netizens to consciously move and promote the innovative development of thinking, but its bad use can also lead to the decline of social consciousness, the misbehavior of moral behavior, and the vulgarity of spoofing. Especially in the unauthorised world composed of social media, netizens are keen to explore and discover new things. Under the virtual dual convenience of curiosity and identity, they are easy to treat social principles and generate dissatisfaction or opposition to authority. The tendency, even the violation of moral laws, is related to the punishments that are lacking. Although the red culture, as the cultural wealth accumulated by the Communist Party of China in the process of revolution, reform, and construction, has the characteristics of party spirit and political history, whether the government, the media, or the general public treat it with rigor and seriousness, but In the virtual space constructed by social media, it is impossible to avoid the weakening of responsibility consciousness under the principle of ambiguity. It is not uncommon for the negative spread of red culture to be spoof.

Unbalanced communication and communication, social media is a kind of new media under the network technology innovation, and its interactive communication is the characteristics and development trend of social media, as described by the famous American columnist Thomas

Friedman, "The World is Flat" "More people have the tools and the ability to communicate, compete and cooperate. This is the opportunity to make us more equal." Social media is the release, comment, and forwarding of information from the bottom up and spontaneous organization. The right to allow for "flat" communication. Everyone can use the social media platform to self-recognize and disseminate ideas, and then get feedback from others' attention. Among them, it is the choice of two-way communication. The interactive nature makes the information dissemination of social media highly active. However, the spread of red culture does not reflect the active interactive communication characteristics of social media. On the contrary, the official transmission of "elite" hinders the general public's interest in the interest of red culture. The task-based dissemination of content makes the spirit of red culture the connotation is further resolved.

3.2. The Path of Red Cultural Communication

In the new way of life, discourse and cultural situation, can we grasp the characteristics and laws of new media communication, conform to the development trend of new media, effectively play the positive function of new media, avoid the negative influence of new media, and determine the red culture. Whether it can truly occupy the new media position can be recognized and recognized by the public. Therefore, exploring the ways and means of Marxism popularization in line with the characteristics and laws of new media communication is a process that requires long-term exploration and hard work.

Strengthen the construction of the red website, provide support for the red culture, take advantage of the characteristics and advantages of the new media, develop red cultural positions, develop and improve the technical model and software model of red culture and new media propaganda, and actively explore the popularization of Marxism in the new media era. New forms and new ways to build a comprehensive, rich and timely network propaganda position. First, enable mobile newspapers to deliver the latest and fastest red cultural communication messages. At present, mobile newspapers are an information tool that is close to the public life. Therefore, by using the mobile phone newspaper, by setting the "red rumors", "red memory" and other columns, the contents of the red culture will be merged into the hands of the public, into the eyes, minds and hearts of the public. Second, build a red cultural propaganda website. Create a theme education website that integrates ideological, fun and service, and widely carry out red-cultural publicity and introduction activities, occupying the Internet as a network of red culture popularization. First, promote the innovation of the content of the theme website. The educational theme network must meet the needs of the audience, constantly keep pace with the times, and strengthen theoretical construction and practical research in order to innovate content and expand resources. Secondly, to strengthen the design of the theme website, the education theme website is different from other types of websites, and should embody a strong ideological tendency in the design style, and subtly reflect it in the website design. Third, strengthen the diversity of the theme website functions, actively use new technologies, and continuously expand its network functions, so that the public can easily browse and use to meet the diversity of public needs.

Create a good new media space and provide environmental support for the popularization of red culture. Under the new media environment, the ecological environment of "cyberspace" profoundly affects the values of the public. Therefore, it is necessary to comprehensively apply laws, technologies and other means to strengthen new media. The management emphasizes the civilization construction of the new media space, actively creates a green space under the new

media environment, creates a good new media space, and provides a good environment for the red culture. First, establish and improve laws and regulations related to new media. Modern media, represented by the Internet, is very different from traditional information dissemination channels in terms of scale and management, which puts new demands on laws and regulations. At present, the deficiencies and shortcomings of relevant laws and regulations have caused some media with ulterior motives to disseminate anti-red culture views and harmful information. Therefore, to create a green "virtual space", we must speed up the pace of legislation in accordance with the requirements of the rule of law society, while drawing on foreign legislative experience, and formulating relevant laws and regulations, such as the "New Media Use Convention" and "Civilized Network Management Measures." Establish and improve laws and regulations related to new media, and promote the legalization, institutionalization, and standardization of new media development. Second, build a new media technology control system.

Improve the quality of communicators, provide talents for red cultural communication, support new media to meet the needs of the times, play the positive role of new media and avoid negative impacts, you must have a high-quality publicity team. The development of new media requires more forms and forms of information acquisition and transmission, which makes the media information more and more complicated, which puts forward higher requirements for media literacy in the cultural communication of culture. Improve media literacy. Media literacy refers to "the ability to criticize information in various media and the ability to use media information for personal development and social life." In the process of red cultural communication, the media literacy of red cultural communication refers to the various interpretations. The ability of the media to interpret and criticize information and to use media information for the dissemination of red culture. Correct interpretation of media information and critical absorption of media information, effective transmission of media information, and service for red cultural communication requires the improvement of media literacy. The rapid development and rapid changes of new media technologies have made it necessary for language users to follow the pace of new media development, improve current backward practices, continue to strengthen technical training, improve the ability of communicators to apply new media, and ensure the dissemination of new media communicators. Its basic skills, the use of red media communication means of new media diversity and a wide range of information resources, the application of valuable information technology to practical work. Improve professional quality. New media makes it easier for the public to access information. The public can have a more direct and in-depth understanding of every colorful social trend, various values and various social issues, but the public will inevitably suffer from bad information attacks and corrosion, such as lack of information. The communication and dispelling doubts will seriously weaken the mainstream value of its Marxist theory. Under the new situation, the propagandists must have strong professional qualities, including firm ideological and political qualities, high moral quality and good business quality. In particular, they must have rich knowledge of red culture and be able to question various social issues. The values and social phenomena have been analyzed and answered in depth to help the public to re-examine the issues by explaining detailed hot issues, so as to grasp the essence of things and solve problems so that they can be truly understood and accepted by the public.

Adhering to the principle of gradual and orderly progress and realizing the sustainable development of the red culture. Under the gratifying situation of the great development and prosperity of the cultural undertakings, the prevalence of "vulgar, vulgar, kitsch" has aroused widespread concern. The exposure to negative news of red classics, various indecent photos, celebrity endorsements of false advertisements, etc., has had a negative impact on the standards of

truth, goodness and beauty of traditional culture, reducing people's ideological and moral pursuits, and seriously eroding this society. The core values of the society will inevitably lead to the regression of social morality and the aggression of vulgar culture. From a deeper level, this vulgar wind is like a flood of animals, which will hinder cultural development and social progress. Therefore, efforts to integrate red culture into social life, resist the bad invasion of the "three winds", promote the red culture of sustainable development, and build a socialist core value system is an urgent task at the moment. .

Adopting a succinct way, the public is willing to accept that the majority of red cultural communication workers should carry out the concept innovation before the spirit of the red cultural science and the basic ideas, and be closer to the public's practice and ordinary life, paying attention to the most basic needs and concerns of the masses. Demand. It is necessary to learn to use vivid and vivid examples, easy-to-understand language, and image-like metaphors to carry out vivid, touching, plain and simple explanations, and integrate the profound connotation of red culture into the production and living practice of ordinary people to realize red. The popularization of cultural content makes it easier for the general public to accept and understand, and gradually improve the cultural quality of the public. We must fully consider the thinking style, cultural customs, practical understanding and living habits of the masses. By using public service advertisements, writing popular reading materials, and promoting advanced models, the content of red culture has become more popular and imaged, making the public more acceptable and understandable. We also want to combine popular culture with red culture, making red culture an important form that the general public likes. When integrating red culture into cultural and artistic works, it must be combined with the actual life of the general public so that the people can be influenced by the red culture while watching cultural programs and appreciation of literary and artistic works.

4. Discussion

4.1. Analysis of Netizens in the New Media Era

Today's era belongs to the information age. Due to the continuous development of various emerging media, microblogging as a mainstream media form provides a good platform for the spread of "red culture", and also causes its spread and speed. Great influence has provided the masses with a faster and more convenient way to learn and promote the "red culture."

According to the statistical analysis of market data, by June 2018, the number of domestic netizens was about 802 million, compared with 0.9 percentage points at the end of 2017, and the use of mobile netizens accounted for 90.4% of the total netizens (Figure 1).

Red culture develops, develops and grows in different social contexts. Each era has positive factors that promote its development, as well as negative factors that constrain its progress. The new media has indeed brought many communication opportunities for the spread of red culture. However, in the practice of red culture communication, there are still many practical dilemmas that restrict the spread of red culture. To clarify this realistic dilemma and find a response, and create a good cultural communication atmosphere and social communication environment, we can better implement the red cultural communication strategy. A questionnaire survey on "How much do you know about red culture?", as shown in Figure 2, analyzes about 50% of the results.
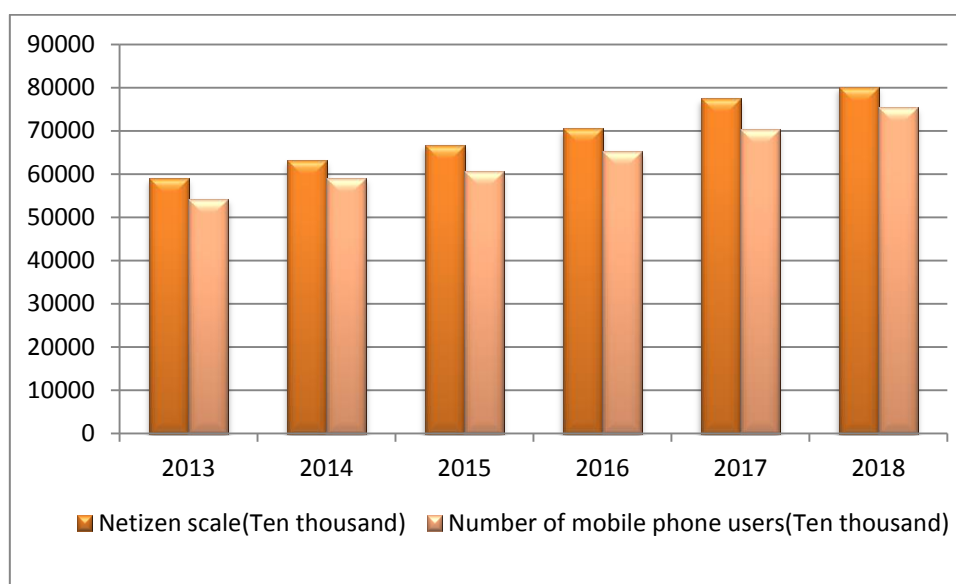
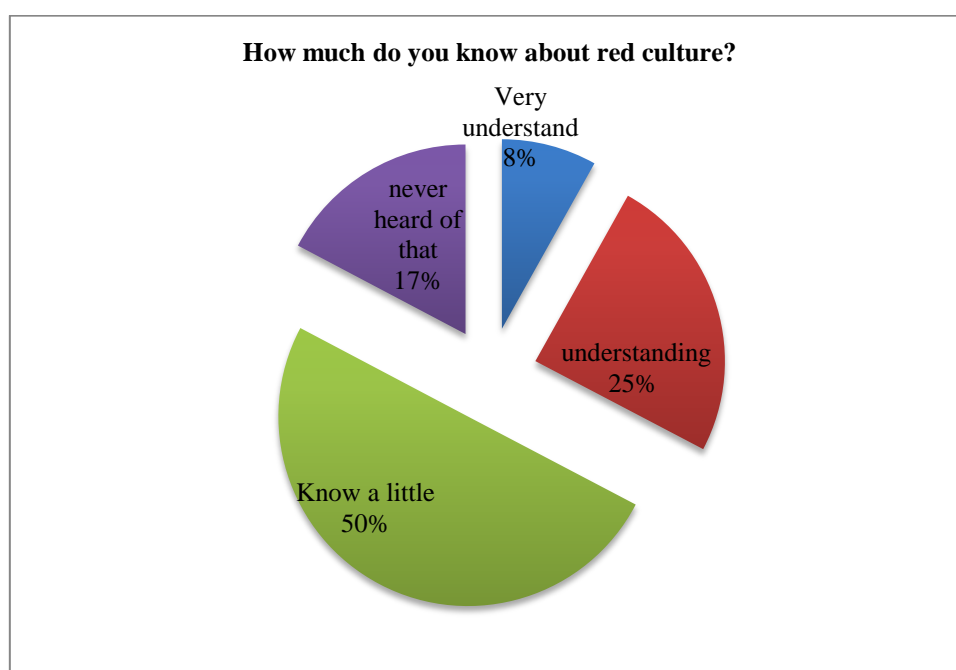*Figure 1. Domestic Internet users and mobile phone users*

Figure 2. How much do you know about the red culture

4.2. Investigation and Analysis Based on Cultural Communication in the New Media Age

The quality of communication is uneven. In the analysis of the current situation of red culture communication including social media, the "marginalization" of communication can be said to be a normal phenomenon suffered by various cultural communication developments, because of the emergence and popularization of new media technologies. It will inevitably re-integrate the field of

communication and build a "new" world. The change of media technology affects the transformation of human communication as a whole, but relatively speaking, other cultures have also developed correspondingly in the process of social media development, and the red culture has not only stopped, but also produced and lived with people. It is increasingly alienated and even rebellious. It is undeniable that this is closely related to the quality of the red culture itself.

The development of new media technology is a "double-edged sword". Using technology to solve the problems brought about by the development of science and technology, while suppressing the negative impact of technology, this requires the use of new technologies to suppress harmful information in the new media space. Widespread dissemination is a useful reflection of creating a clean "red space" of red culture. Regarding "Do you think that new media is conducive to the spread of red culture?" Questionnaire survey, as shown in Figure 3 below, through the analysis of results, about 49% have a general attitude, and about 39% have a positive attitude.

Table 1. Do you think that new media is conducive to the spread of red culture?

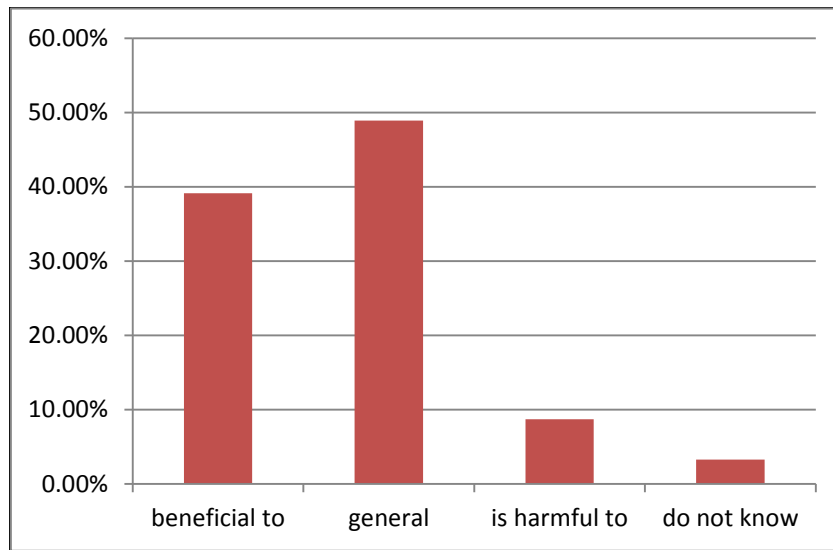| Do you think current social media is conducive to the spread of red culture?	
beneficial to	39.13%
general	48.91%
is harmful to	8.70%
do not know	3.26%

Figure 3. Do you think that new media is conducive to the spread of red culture

For one of the test questions "What is red culture?", the results are analyzed, as shown in Figure 4 below. 50% of people think that it is a cultural treasure created jointly by the party and the people. In the new media era, it is necessary to vividly the lively form makes full use of various communication resources to make the red culture part of the ordinary life of the masses.
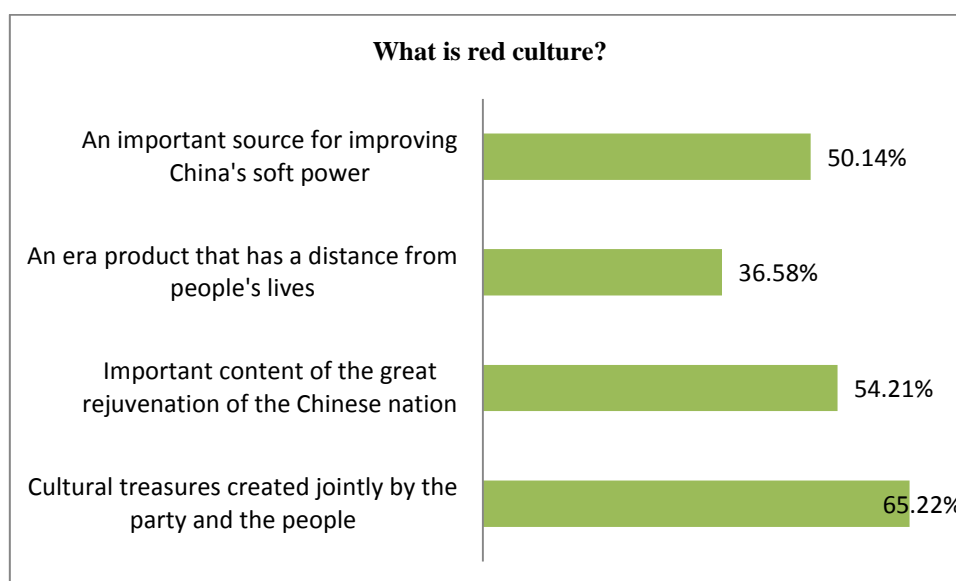
Figure 4. What is red culture

5. Conclusion

(1) About the spread of red culture, from the beginning of the birth of the Communist Party of China, from simple slogans, slogans, pamphlets to professional newspapers, radio and television, until now it has become a fusion of traditional media and emerging media. The red culture has been subtly influenced by media communication. The development and popularization of new media has also broadened the channels for red cultural communication. In the actual red cultural communication effect, the younger generation who grew up in a peaceful environment has become the main force of network communication, but the lack of personal experience for the red culture has made the younger generation accept and understand the red culture compared to the predecessors who experienced the revolutionary years. Words need to work harder. Social media is based on Internet technology. The large number of netizens, large amounts of information, fragmentation, and interactive communication are rich in the content of red culture. At the same time, it is easy to cause the lack of effective communication of red culture. The social media needs for the spread of red culture. Work harder and harder.

(2) After investigation, it was found that the effect of communication was more general, the audience's active attention was not strong, and the related red cultural symbols were weakly recognized. At the same time, the red culture has problems such as homogenization and emptying of communication content, rigid and lagging of communication methods, scattered dissemination subjects, and biased selection of communication audiences. Therefore, it is necessary for communicators to enhance their awareness of communication, innovate the content of communication, change the mode of communication, and vigorously prosper and spread the red culture.

(3) In terms of communication awareness, it is necessary to follow the law of communication, integrate the main body of communication, build a unified platform, expand the audience, conduct mass communication, and build a red cultural brand in Shanghai. In terms of disseminating content, tap more boutique red resources. In terms of communication methods, develop related games, use modern communication technology to create marketing explosions, use celebrity effects, and

cooperate with related travel websites.

Funding

Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

References

[1] Modan, Gabriella. (2016) "Writing the Relationship: Ethnographer-Informant Interactions in the New Media Era", Journal of Linguistic Anthropology, 26(1), pp.98-107. https://doi.org/10.1111/jola.12114

[2] Toscano, Patrizia. (2017) "Instagram-City: New Media, and the Social Perception of Public Spaces", Visual Anthropology, 30(3), pp.275-286. https://doi.org/10.1080/08949468.2017.1296313

[3] Antoci A, Sabatini, Fabio, Sodini, Mauro. (2014) "Bowling alone but tweeting together: the evolution of human interaction in the social networking era", Quality & Quantity, 48(4), pp.1911-1927. https://doi.org/10.1007/s11135-013-9863-z

[4] Penney, Joel. (2015) "Social Media and Symbolic Action: Exploring Participation in the Facebook Red Equal Sign Profile Picture Campaign", Journal of Computer‐mediated Communication, 20(1), pp.52–66. https://doi.org/10.1111/jcc4.12092

[5] Wakefield M A, Loken B, Hornik R C. (2015) "Use of mass media campaigns to change health behavior", Lancet, 376(9748),pp.1261-1271. https://doi.org/10.1016/S0140-6736(10)60809-4

[6] Kepplinger M, H. (2016) "Reciprocal Effects: Toward a Theory of Mass Media Effects on Decision Makers", International Journal of Press/politics, 12(2), pp.3-23. https://doi.org/10.1177/1081180X07299798

[7] Chio J. (2015) "Managing the Masses in Mass Media", Current Anthropology, 56(3) , pp.487-488. https://doi.org/10.1086/681539

[8] Florescu, Oroles. (2014) "Positive and Negative Influences of the Mass Media upon Education". Procedia - Social and Behavioral Sciences, 149, pp.349-353. https://doi.org/10.1016/j.sbspro.2014.08.271

[9] Lowe P, Morrison D. (2015) "Bad news or good news: Environmental politics and the mass media", Sociological Review, 32(1), pp.75-90. https://doi.org/10.1111/j.1467-954X.1984.tb00780.x