

A Study on the International Communication of Heluo Culture from the Perspective of Digital Humanities

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Abstract: Heluo culture is the submission of material and spiritual culture centered in Luoyang where the Yellow River and Luo River meet. It occupies an important position in the 5, 000-year history of Chinese civilization. With the increasing cultural exchanges and communications at home and abroad, the research of Heluo culture is breaking through regional restrictions and gradually going to the whole country and overseas. Digital humanities are a new research method that applies digital technology to humanities studies by using computer technology as the path. From the perspective of digital humanities, this paper analyzes the bottleneck of international communication of Heluo culture, studies the new way of international communication of Heluo culture based on Internet +, and makes contributions to Chinese culture going out.

Keywords: Research Digital Humanities; Heluo Culture; International Communication

1. Theoretical Basis

1.1 Digital Humanities

“Digital Humanities” refers to the use of information, computer, network, database and other technologies to innovate the contents and methods of humanities research such as paper documents, works of art, audio and video in the form of “visualization”. In recent years, digital humanities have made great progress in digital content, digital tools, digital analysis, platform development, and other research methods, and constantly breakthrough new problems and challenges. It especially promotes the deep integration between digital and culture. the integration of culture and digital technology creates a new form of international communication of Heluo culture,

improves the communication efficiency of Heluo cultural resources, and provides new research ideas and paths for the research of international communication of Heluo culture.

1.2 The International Communication

International communication refers to communication beyond national boundaries, communication among various nationalities and countries. the main body includes countries, international organizations, supranational institutions, etc. Due to the various patterns of media development in different countries, it will lead to an imbalance phenomenon in the international communication process. In the process of culture communication, it needs to be carefully and thoroughly looked out for the different cultural backgrounds and social systems of different countries. In the digital information age, international cultural communication and exchange take on new features: the audience of international communication is extensive, complex, and concealed; Advanced digital technology has become an important good tool and carrier for cultural communication; There are rich content and form in the activities, and the emergence of new media technology makes communication activities complicated and diverse; In the process of communication, everyone is the builder and disseminator of culture. Positive quality culture can deepen relations between countries, reduce misunderstandings and conflicts between countries, and open up peaceful and effective channels for building better relations.

2. Heluo Culture

2.1 Inheritance and Innovation of Heluo Culture

Heluo culture is the core and mainstream culture of the Chinese nation. Heluo culture originated from “Hetu and Luoshu”. the works

condense the mysterious imagination and extraordinary wisdom of ancient sages. As the source of Chinese Confucian classics, the oldest original thought contains the Chinese philosophy, and gives out a lot of the ancient Chinese philosophy, medicine, astronomy, and calendar calculation, an important part of the way and method, fully reflects the essence of Chinese culture and great.

Culture is the living fossil of social development. With the development and progress of society, the Heluo culture is constantly innovating and developing. People through a series of innovative technology, modern painting, music, film and television works, 3D light show, short videos, wood carvings, fans, lanterns, clothing, diet, and other aspects, make the cultural feelings of the press close to life, Popularizing the professional knowledge of history and enlivening the soul for cultural travel activities makes people in life more deeply experience the charm and profound Heluo culture.

2.2 Significance and Influence of Heluo Culture

Heluo culture occupies a very important position in the history of ancient Chinese culture and has an important influence on the formation of Chinese civilization and the development of world civilization. For thousands of years, Heluo culture was born, grew, developed, and prospered in the Central Plains, becoming the source and core of ancient Chinese traditional culture. Nowadays, it is found that the important value and influence of Heluo culture lies in the following three main aspects: Firstly, it is significant to strengthen the sense of identity of traditional culture and connect the emotional bond of the Chinese. Secondly, it is significant to protect the natural ecological environment and build a community of life. Thirdly, it is significant to promote harmonious coexistence among people and build a society ruled by law.

2.3 The Necessity and Importance of International Communication of Heluo Culture

In today's world, the development of cultural globalization has become an irresistible trend, and the international communication of Heluo culture also has a great space for improvement. As an ancient civilization, China's culture not

only belongs to oneself, but also belongs to the people of the world. Heluo culture represents the spirit of the Chinese nation, is an important power in the progress of human civilization. It promotes the progress of the Chinese nation and even the entire human civilization, and strengthening the propagation force, influence, and cohesion of China's culture. Therefore, the international communication of Heluo culture is meaningful and important, mainly reflected in the following three aspects: Firstly, the need to spread moderate Chinese cultural values and build a good international image. Secondly, it is necessary to protect cultural security and strengthen the needs of overseas Chinese for cultural identity. Thirdly, the need to change the current communication condition and improve cultural influence.

2.4 Feasibility in the International Communication of Heluo Culture

With the rapid development of the past few years, China has not only made great progress in technology, but also gradually covered the global communication network of Chinese media. All of these have brought excellent opportunities for the international communication of Heluo culture. To sum up, it is feasible for Heluo Culture to spread into the world. the following are the reasons: Firstly, national policy support. In the past 30 years, China has given strong support to the international communication of culture, and issued a series of policies on system construction, finance, personnel training, technical training, industrial integration, tourism and culture, and international trade, which have provided favorable conditions and environment for the international communication of Heluo culture. Secondly, technology promotion. With the continuous in-depth development of digital humanities, more and more cultural relic units and digital culture enterprise's cooperation bring the best development prospects for cultural communication. Big data, artificial intelligence, cloud computing, virtual reality and other powerful digital technologies facilitate the widespread communication of Heluo culture, and also innovate the way of cultural communication. Thirdly, the spirit culture needs of the people. People's demand for culture presents a new trend in recent years. People's ideological activities are more

independent, variable, and selective. In addition to the demand for material life, people are more in pursuit of high-quality cultural life. the international communication of Heluo culture is of great significance to meet people's diversified cultural needs.

3. Measures of the International Communication of Heluo Culture in the Digital Humanities Perspective

3.1 The Construction of the Resources in Heluo Culture

The dissemination of cultural communication is inseparable from the development and construction of cultural resources. Only by excavating the resources of Heluo culture deeply can Heluo culture be widely and profoundly spread. Therefore, the collection and organization of Heluo cultural resources are of crucial significance to the international communication of Heluo culture.

1). Heluo cultural resources are mainly collected in the following two types: excellent literary and artistic works and local cultural resources. Literary and artistic works include poetry, fiction, drama, photography, calligraphy, painting, sculpture, handicraft works, music, dictation, dance, drama, performance works, etc. Through the collection of text, images, and audio resources, the colorful Heluo culture can become visible, audible, and palpable, triggering the emotional resonance of the audience, and further highlighting the cultural characteristics. Local cultural resources, including family trees, family history, autobiography, diaries, notes, letters, old photos, and other paper documents scanned; Old calligraphy and painting, ancient books, antiques, paper cutting, shadow play, badges, tickets, accounting books, and other digital photos; Other types and genres of folk archives, family archives, folk data, etc. These intangible cultural heritages are the living expression forms of Heluo culture, bearing the rich ideological and cultural connotations of Heluo culture.

Therefore, different collection methods of Heluo cultural resources can be selected according to different objects. Document-based data can be collected by purchasing, collecting, scanning, copying, network copying, and network downloading. As for local cultural resources, with consent, modern multimedia

equipment can be used to record, or cooperate with relevant departments or institutions to collate and collect Heluo cultural resources.

2). Organization of the Resources in Heluo Culture

The organization and construction of Heluo cultural resources should cooperate with local communication and media operators to obtain better information platform support, so as to reasonably allocate the network space and Heluo cultural resources. Due to the antiquity and particularity of Heluo culture, it is necessary to timely collect, sort out, process and convert the primary data related to Heluo culture into materials for collection in the resource library, and then gradually upload them. After the preservation of a large number of precious Heluo cultural resources data, data security will be the primary problem to be solved. In the process of retrieving Heluo data from different users, the system docking and processing should be standardized. the retrieval records of users should be tracked and backed up, and provided personalized information services.

3.2 Exaltation of International Communication Capacity

Advanced digital information technology is conducive to accurate communication. But it is also needs to strengthen and improve our international communication capacity. There is a long-term way to go for China's international communication. It is imperative and vital to take multiple measures to strengthen international communication capacity building. In order to enhance the international communication power of culture, it is necessary to innovate the external discourse system and improve the affinity, pertinence and effectiveness of external publicity. It is crucial to pay attention to the study of the culture of the exporting country and the way and degree of its acceptance of foreign culture, try to make the Heluo story feel friendly and sound natural, and learn to borrow foreign vocabulary and skills to make them willing to listen and learn Heluo culture. the focus expression can increase the affinity of international communication and effectiveness. The differences between overseas audiences in cultural background, customs, lifestyles, religious beliefs, and other aspects should also be fully considered and find the convergence

of interests, common discourse, and emotional resonance between China and foreign countries. Therefore, the researcher must excavate the profound connotation and unique expression form of Heluo culture.

Strengthen the construction of talents in international communication. Cultural exchange is an important measure to enhance communication capacity. International dissemination of culture depends on the people. Friendship and academic exchanges between people can promote cultural absorption. Building a high-quality talented team is the foundation of foreign cultural communication. Therefore, it is necessary to constantly strengthen the construction of cultural talents in Heluo, strengthen the training of local cultural talents and optimize the development environment of cultural talents.

Deepen technological innovation. With the help of the current new technological means to enrich the forms of cultural expression, create a new mode of display, which is conducive to cultural transmission. In the age of information networks, the technological advantage is increasingly prominent. New technology is a more efficient way to spread ancient culture. the wide application of the Internet has brought society into the era of integrated media, providing a more vivid way of communication and a broad basis for communication. Use images to make culture visible, use networks to expand audiences, and use technology to make culture vivid and attractive. This is the ideal method to build an open platform for technological cooperation, carry out mutually beneficial and practical long-term cooperation with leading companies and research institutes with excellent services, make full use of external resources to break technological bottlenecks, and improve technological innovation and service levels.

Expand communication channels. Channel construction is an important part of international communication. Generally speaking, it is the platform for spreading information, which refers to the channel for users to obtain information. Using digital technology, network technology, the Internet, satellite, and other channels, to provide users with information and cultural services gradually occupy the main position.

3.3 Platform Construction of International

Communication

From the perspective of digital humanities, the construction of the Heluo cultural communication platform can effectively promote the innovation and communication of Heluo culture in the era of new media. the disseminators of Heluo culture can collect, process, and release information anytime and anywhere by simple operation of electronic products, which improves the efficiency of information release, expands the area of information dissemination, and makes people's access to knowledge more convenient.

With the development of information technology, many novel and interesting apps and web pages with traditional culture as the content and digital technology as the carrier are widely concerned by people. the spread of the Heluo culture can also establish a green and high-quality mobile app or web page. Heluo cultural communication platform can place culture lovers in first, gradually expand the audience, and constantly launch new ideas to retain users and attract potential fans.

Build a cultural academic exchange website platform. the platform is divided into the cultural center, culture communication, and user center, three main parts. Through the products, such as videos, pictures, books, etc. the researchers can feel traditional Heluo culture in the ancient region, and enjoy the food, clothing, architecture, thoughts, literature, and art. At the same time, the platform will set up excellent courses on Heluo culture, lectures by famous teachers, subject research, etc. In addition, set up a comment function in the exchange area to facilitate the interaction between academic researchers.

Create a cultural online game platform of Heluo culture, and dig into the core combination of Heluo cultural elements and game products. the special attributes of the game can make the excellent Heluo culture spread quickly and enrich the user's spiritual entertainment for a long time. Games with excellent culture as the main content are a kind of cultural works that can be interactive anytime and anywhere, and the atmosphere of culture and art is also very rich and charming. Through the online game platform, players can deeply experience various Heluo cultures, enjoy the art and design, and experience the ancient and virtual Heluo world. the integration of traditional Heluo cultural

elements into the game can bring a profound sense to the game and make the game more meaningful.

3.4 Practical Strategies of International Communication

After the construction of a series of platforms, international communication must formulate some strategies. The author borrows the theoretical framework of Laswell's "5W mode" to find and explore the international communication strategies of Heluo culture from the aspects of communication subject, communication content, communication channel, communication audience, and so on.

Firstly, from the perspective of communication subjects, the government and the market play a decisive role in the international communication of Heluo culture. Therefore, it is necessary to strengthen financial support for the international communication of Heluo culture and cultivate excellent talents proficient in it. Local media have a strong operational capacity and can shoulder the important responsibility of international news dissemination. It is feasible to build an international communication team of Heluo culture to realize the layout of content production, integrated communication, brand promotion, and international cooperation.

Secondly, from the perspective of communication content, the selection of themes for Heluo culture communication should be more diversified and international, and different types of works should be created. Explore the commonness between eastern and western cultures, follow the development trend of the times, and enrich and innovate communication content. Heluo culture should be translated into English, Russian, French, and other languages. Communicators should pay attention to the overseas political structure, cultural characteristics, national psychology, public opinions, and create a characteristic brand of Heluo culture.

Thirdly, from the perspective of communication channels, digital platforms are gradually becoming the mainstream way of international communication in recent years. To do a good practice in international communication, it is necessary to make full use of intelligent technology to share Heluo culture in multiple fields and multiple dimensions. Driven by new technologies,

Heluo culture can be spread in various forms such as short videos, live broadcasts, data news, and VR animation. At present, some excellent cultures have been shared by AI virtual anchors, magic intelligent robots, and achieved excellent communication effects. Communicators can integrate the communication system with new-generation information technologies such as the mobile Internet, cloud computing, big data, and artificial intelligence.

Fourthly, from the perspective of the communication audience, Heluo culture should subdivide the audience market by user-oriented. Communicators can establish a scientific evaluation system, and evaluate the communication effect. Accurate communication also can be carried out on digital platforms to maximize communication benefits. Foreign audiences may form a one-sided understanding of Heluo culture. Communicators can track and collect the data of foreign audiences, such as their region, nationality, gender, age, occupation, interest, and gradually establish the big data analysis of foreign audiences.

4. Conclusion

This paper studies the international communication of Heluo culture from the perspective of digital humanities. Using the high-tech concept of digital humanities, this paper puts forward specific and feasible measures for the international communication of Heluo culture. As an important part of Chinese culture, Heluo culture has a profound humanistic spirit and cultural connotation. Therefore, it is particularly important to share and spread the Heluo culture. In the context of digital humanities, the international communication of Heluo culture is facing new opportunities. Therefore, it is of great significance to put forward some practical measures for the international communication of Heluo culture from the perspective of digital humanities. This paper discusses the significance, influence, opportunities, conditions, and operable measures of the international communication of Heluo culture in detail. Communicators should create more conditions, more opportunities, platforms, and explore the feasibility of measures to make Heluo culture spread more widely and deeply in the international.

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