

The Effective Path of Han Chinese Clothing Culture Communication in the New Media Era

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Abstract: Hanfu is the traditional clothing of the Chinese nation. It has accumulated a long history and culture for thousands of years, and the evolution of Hanfu shows its unique national characteristics. Hanfu culture is a profound clothing culture system formed by Chinese traditional etiquette culture as the core and after long-term evolution and development. Chinese culture embodies the living habits and values of the Chinese nation, and symbolizes the value system and cultural spirit of the Chinese nation. Disseminating traditional Chinese culture through new media can enhance the international understanding of Chinese culture. As a special language symbol, Hanfu culture is an important part of traditional Chinese culture. As a representative culture of Han culture, Hanfu has unique cultural connotation. Through understanding Hanfu culture and its evolution process, new media cultural communication is endowed with the significance of The Times.

1. The significance of the dissemination of Hanfu culture

Hanfu is a traditional clothing that has been passed down by the Han people for thousands of years, also known as Chinese clothing, Han clothing, and Han clothing. It does not only refer to the clothes worn during the Han Dynasty, but also refers to the traditional clothes of the Han culture that have been continuously improved and inherited for more than 4,000 years from the Yellow Emperor to the late Ming and early Qing Dynasties[1]. It is a complete set of etiquette systems developed around Chinese civilization, including clothing, shoes, accessories, hair accessories and other clothing systems. Hanfu culture has a complete structural system and a long historical and cultural background. Under the precipitation of historical changes and cultural migration over thousands of years, whether it is the style and wearing habits of Hanfu, it also highlights the dyeing cloth, weaving, embroidery technology and aesthetic characteristics, reflecting the cultural connotation of the harmony of heaven and man and the laws of nature that the Han people emphasize. Hanfu is also the material carrier and spiritual pursuit of the inheritance of Chinese unified culture.

In the new media era, the spread of Hanfu culture has been given the function of cultural exchange and cultural interaction. With the popularity of Hanfu culture by more and more young people, Hanfu culture is well known by more young people. At present, many young people are wearing Hanfu to participate in the theme activities of Hanfu culture[2]. No matter in hair

accessories or clothing modeling, they all reflect the aesthetic charm of the Oriental classical artistic mood. Exquisite hair accessories and flowing skirts show the modesty of a graceful lady, and the simple elegance of Hanfu sets off the elegance of elegant gentlemen.

As a new cultural communication platform, new media is not only the disseminator of Hanfu culture, but also the hub of Hanfu culture communication, so that more people can understand and participate in the transmission of Hanfu culture, so that ordinary people can become one of the disseminators of traditional culture. Whenever the disseminators of Hanfu culture publish the content of Hanfu culture on the Internet, all the information receivers can interact and comment at the first time, expand the groups who love Hanfu, and recommend the information related to Hanfu culture to Internet users. For example, videos related to Hanfu culture should be released on the short video social platform of Douyin, and the comment section should be opened to communicate and interact with the majority of Hanfu fans. Besides, the address of Hanfu cultural activities and links of Hanfu products should be pushed to prospective users in a timely manner, so as to expand the audience group and encourage more people to actively participate in Hanfu cultural communication activities.

At the same time, videos related to Hanfu culture can open the forwarding function, so that high-quality Hanfu culture promotional videos can be forwarded to one or more audiences again, so as to realize the basic characteristics of two-way communication and interaction in the process of Hanfu culture communication and development. Internet users can interact with individuals or group members through various platforms[3]. Users and information disseminators, as well as users and users, can communicate through comments and comments, so that the two sides can learn more information and achieve close contact. At the same time, the contact and exchange between Hanfu enthusiasts attracted by common information will be further strengthened after a large number of interactions to stimulate emotional resonance with Hanfu culture, so as to encourage people to share and spread Hanfu culture, so that Hanfu culture can gradually penetrate into the real life of contemporary people.

2. Communication path of Hanfu culture in the new media era

2.1 Display traditional Hanfu culture through new media social platforms

With the development of new media technology, various new media network social platforms present diversified platforms for young people's cultural exchange and communication methods, which also makes the spread of Hanfu more diversified and diversified. Public social squares such as Weibo realize the free forwarding and viewing of information. Hanfu culture enthusiasts record their lives through Weibo and TikTok multimedia social platforms, and publish content related to Hanfu culture, so that more people can understand Hanfu culture and identify with Hanfu culture. Especially in large-scale Hanfu cultural activities, with the help of Weibo hot search and Weibo topic list, Hanfu has attracted more attention. There are also WeChat official accounts or news clients, most of which are written by professionals to publish more in-depth reports on Hanfu and popular science. There are also short video social media such as TikTok and Kuaishou, which are intuitive and vivid audio-visual presentation platforms[4]. Their content production is simple, the video time is short, and the form and dissemination speed of fragmented information are very fast. Users can accept the influence and learning of Chinese clothing culture in a fragmented time. With the help of new media, Hanfu culture has been vigorously promoted through various forms of communication. In the era of new media, Hanfu culture has achieved freedom of communication. Freedom is reflected in time, space and people. Information dissemination in the new media era has broken the limitations of time, space and people in the past. Everyone has the right to use images, text, videos and other forms to receive and disseminate new information through various network

platforms wherever there is a network signal, so as to obtain all kinds of information from the outside world in real time and make corresponding feedback. At the same time, under new media technology, the communication space and scope of Hanfu culture are wider, and the time is relatively free. Whether it is the neighbor located in the same building or the distance between the two ends of the earth thousands of miles away, as long as the invisible and tangible information transmission mode is through the Internet, it can almost break the time limit and receive the same information while sending information, which also realizes the rapid spread of the global field of Hanfu culture.

2.2 Online and offline Hanfu cultural communication activities

The online and offline activities of "Collection of Ancient Style Photos" and "15th Anniversary of April and April Day Website Celebration" have attracted the participation of many authors and ancient style lovers both inside and outside the website. Online "Ancient style photo Collection" activity from hundreds of contestants held in Beijing Sanlitun Garden "Time Travel Novel, Who are you" and "Hanfu Culture Festival" offline activities, participants and Hanfu lovers covered hundreds of thousands of users, gathered a large number of ancient style Hanfu culture lovers, so that more people intuitively feel the charm of excellent traditional culture. During the Hanfu-themed art and culture celebration, the number of visitors to the platform exceeded 270,000. It is not difficult to see that the popularity of "Hanfu culture" and "Chinese style" culture is deepening from the level of perception to cognition. In addition to online activities, during Chinese traditional festivals, high-quality new media promotion channels and sophisticated video content are used to expand the influence of "ancient style" Hanfu culture, and the atmosphere of Hanfu cultural and artistic activities covers the majority of Hanfu lovers at home and abroad[5].

The Liaoning provincial Spring cultural tourism event and the opening ceremony of the Qianshan Flower Festival will be held at the Qianshan Main Gate Square in parallel with the opening ceremony of the Qianshan Flower Festival. During the Flower Festival, Qianshan Main Gate Square will hold thousands of Hanfu parade and 12 flower gods selection and other activities. More than 1,000 Hanfu lovers from inside and outside the province will gather in Qianshan to hold a national style Hanfu parade, consisting of armored honor guards and flower idols, amid a sea of colorful flowers. "Pear Flower Prayer Ceremony" will be held in Qianshan Yurun Pear Garden, allowing visitors to experience the ancient prayer ceremony, feel the ancient customs and etiquette, and make good wishes in the sea of flowers. At the same time, activities such as Hanfu runway shows, ancient dances and tea art exhibitions are also held in the Pear Garden. In Wuliangguan Square and Yuntan Lake, according to the ancient wedding customs, the live performances of "Miss Pear throwing hydrangea" and "ancient flower boat Wedding" were planned. Visitors will experience an immersive trip to experience the unique romance of an ancient wedding ceremony and the charm of traditional Chinese culture.

In Hangzhou, known as heaven on earth, an event called "Hanfu Spring Tour" is being held citywide. Many Hanfu lovers wear classical Chinese clothing to learn skills, enjoy beautiful scenery and enjoy spring outing together. Co-sponsored by the Xizi Yunshang Hanfu Society of Zhejiang Communication University and the 4th Miss Hanfu Experience Center in Hangzhou. The purpose is to inherit the excellent traditional Chinese culture, promote the beauty of Hanfu, and enhance the cultural self-confidence of the Chinese people[6]. The "Hanfu Spring Tour" was launched in the form of a special live broadcast, connecting the four cities of Hangzhou, attracting tens of thousands of Hanfu lovers to participate in watching. In the Hanfu Experience Hall, the anchor of Hanfu Spring Exploration personally experienced the classical makeup and hairstyle, and interviewed a number of Hanfu colleagues in the museum to explore the charm of the ancient Hanfu culture they

love. Tang Hongying, the fourth generation inheritor of the thousand-year-old sewing” Western Children’s Red“ and the representative inheritor of the fifth batch of The special guest walked into the Hanfu Spring Festival Hall of Weibotang to show their sewing skills and explain the intangible cultural heritage of the millennium. Under the leadership of expert Wei Peitang, the Hanfu Spring Hunting live team walked into the National Silk Museum of China to enjoy the cultural relics of Hanfu, explore the history of Hanfu and appreciate the aesthetics of Hanfu. The online and offline linkage of Hanfu Spring Festival activities not only presents a wonderful spring Hanfu pageant, but also builds a social platform for more Hanfu lovers to communicate and interact. During the spring outing, people feel the charm of Hanfu, enjoy the scenery, but also appreciate the rich connotation of traditional Chinese culture.

2.3 Organizing Hanfu cultural exhibitions through traditional Chinese festivals

Since ancient times, China has been called "a country with superior clothes and a land of rites". For thousands of years, Hanfu not only carries a kind of life aesthetic, but also the continuation of countless Han people's lifestyle and cultural customs. The beauty of Chinese culture permeates every aspect of life, showing the world the traditional Oriental aesthetics for thousands of years. As the representative of Chinese traditional clothing culture, Hanfu is an important part of Chinese traditional culture. Its structure style, sewing craft, fabric pattern and dressing aesthetics all have unique cultural inheritance value. The growing confidence in Chinese culture is behind the popularity of Hanfu in recent years[7]. Hanfu performances themed on traditional Chinese festivals such as the Dragon Boat Festival, Tanabata and Mid-Autumn Festival, while cultivating sentiments, let more people deeply understand the rich cultural connotation of Hanfu. By displaying the beauty of Chinese clothing and the essence of Han etiquette, we will explore the time-honored cultural gene and inherit the Chinese culture that has been passed down for thousands of years.

Hanfu is a traditional Chinese costume. Due to different dynasties and social customs, the form of Hanfu also varied, even within the same dynasty and in different historical periods, the form of Hanfu and the corresponding makeup and hairstyles varied. The development of traditional Chinese costumes from the Han, Tang, Song and Ming dynasties shows the inheritance and evolution of the Han Chinese costume and ritual system. In the Qin and Han dynasties, the robe was the mainstream dress of princes and nobles. In the period of Wei, Jin and Southern and Northern Dynasties, men's clothing was dominated by long shirts and long robes, while women wore clothes and pleated skirts. Women in the Tang Dynasty mainly wore long skirts with small sleeves and high waist and half-arm skirts. From 618 to 650 AD, they were different from the elegant and thick appearance of the Tang Dynasty in the public impression. Women's style during this period was lively and elegant, with special emphasis on slender, delicate and slender dress styles. This is influenced by the heritage of Wei and Jin dynasties. Compared with the prosperous Tang Dynasty, the makeup of the early Tang Dynasty was also relatively elegant, such as the eyebrows like the crescent moon, the flowers are the simplest round or drip-shaped point of vermilion, lip makeup is mainly elegant and small. Women's bun also with the south of the double ring bun popular by the early Tang Dynasty women's imitation. Male clothing to gauze hat, round collar robe mainly; The Song Dynasty had the highest literati temperament in Chinese history. Men's clothing is mainly round neck robes, women's clothing is thin, thin, long, narrow for beauty[8]. They usually wear long sleeves, elegant, simple fashion; The Ming Dynasty costume is a masterpiece of ancient Chinese costume art. Men wear clothes called "Yesa", clothing patterns made of coast waves, pythons. The most representative clothing for women is the "jacket skirt", which is composed of a jacket and a horse-faced skirt. From a historical point of view, clothing and jewelry can well reflect the level of social development and help us understand the customs and habits of a certain period in history. In the

current wave of "Hanfu revival", Chinese clothes and jewelry represent more than just good looks, but also a kind of national culture that can cultivate our national pride and confidence.

2.4 Leading the trend of global Hanfu culture through new media

Hanfu lovers are not only active on social media, but also starting to spontaneously "gather for love" and build offline communities. Between 2020 and 2022, the number of Hanfu communities around the world increased by 46 percent, with young people born after 2000 and 1995 accounting for 70 percent. Whether playing children, elegant and gentle ladies, or spirited young people, everyone is wearing Hanfu, and their every move is full of the beauty of classical Chinese charm. The popularity of Hanfu is not only the inheritance and promotion of traditional culture, but also the real enhancement of the cultural confidence and self-expression willingness of contemporary Chinese young people. Different from other countries' clothes, Chinese clothes have unique styles and are deeply rooted in Chinese culture. The general decoration of Hanfu includes cloth, leather belt, headdress, wear and so on. Many of them are decorated with exquisite embroideries, pearls and even arrow sleeves and belts. These different decorations and patterns have become one of the outstanding features of traditional Chinese clothing. Today, Hanfu is no longer a piece of art on display in a museum, but a part of many People's Daily life. Hanfu continues to attract the attention of young people around the world, and the number of Hanfu fans and the size of the market are also growing rapidly. The popularity of Hanfu enables more foreign friends to know Chinese traditional culture and feel the charm of Chinese art. Hanfu is not only a traditional costume that keeps evolving in Chinese history, but also contains Chinese etiquette culture, which can be regarded as a business card of Chinese traditional culture. Today, Hanfu's breakthrough in the field of cross-border e-commerce shows that foreign consumers are no longer limited to curiosity about Chinese elements, but have an identification with Oriental aesthetics, contemporary Chinese development and Chinese culture[9]. This is also the significance of vigorously promoting culture and going abroad. On cross-border e-commerce platforms such as Amazon, eBay and AliExpress, the prices of Hanfu range from \$20 to thousands of dollars, catering to the needs of different levels of overseas consumers. Hanfu is loose, elegant and comfortable to wear, which has won much praise. Some e-commerce platforms not only sell Hanfu, but also promote knowledge of Hanfu to give overseas consumers a better understanding of Hanfu culture. It is through overseas social media that Chinese culture is promoted to the world through Chinese name cards such as Hanfu. Along this direction, new media social platforms constantly build domestic and foreign media matrix, utilize video, pictures, forums and other forms to explore the common value core rooted in national culture, form both global and national content, and maximize cross-cultural communication.

3. Conclusion

In the era of new media, the dissemination and promotion of Hanfu culture is more than just the popularity of a dress. Hanfu culture contains the Oriental aesthetics and living habits of the Chinese nation for thousands of years, which also contains the crystallization of the Chinese nation's labor and wisdom. Through the spread and development of Hanfu culture, it is beneficial to enhance the status and influence of traditional Chinese culture in international culture, and let the world see more beautiful and profound cultural and historical heritage.

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