

Analysis of the Correlation between Cultural Communication and the Economic Development of Internet Celebrities

Xinyue Xie *

School of Global Journalism and Communication, Southwest University of Political Science and Law, Chongqing , 401120, China

*korakerr@126.com

Abstract. Cultural communication is an important tool to foster economic development in modern society. The relationship between cultural communication and economic progress is a relationship of mutual support and mutual promotion. The level of economic development determines the level of artistic communication, and the development of cultural transmission rules will greatly promote the development of a social economy. This paper analyzes the correlation between Mandarin communication and today's online celebrity economy and draws some conclusions by using SPSS platform.

Keywords: Cultural communication; Internet celebrity economy; correlation analysis; SPSS.

1. Introduction

With the development of communication, the concept of "big communication" has appeared. The so-called mass communication refers to all the information transmission and exchange activities with human participation. It can say that it is a big concept relative to social logistics. Mass communication and logistics constitute the basic "world flow", but because of the dispersion of social logistics, it can not be fully perceived by people. The control and guidance of social logistics need the support of social information flow. Because social information is shareable and compressible. It can reflect the situation of social logistics and enable people to control social logistics and serve human beings with the help of it. Making use of cultural transmission and exchange to promote the development of logistics is an important phenomenon in the development of economy and trade in the world today. Cultural communication and social and economic development have formed an inextricable bond. [1]

In a broad sense, culture covers all activities in the field of the human spirit, and it has national and regional characteristics. The characteristics of comprehensiveness, permeability, persistence and indirect influence are enough to make cultural communication have a far-reaching and lasting impact on the economic development of various countries. Given the characteristics of Mandarin communication, this paper makes a correlation analysis combined with the current online celebrity economy and draws some conclusions. [2,3]

2. The Characteristics of Cultural Communication

2.1 Nationalities

There are national differences in cultural communication, that is, different nationalities have different habits and ways of folk communication. For example, the Chinese nation believes in the idea of "do not do to others what you do not want to do to others". In cultural communication, we pay great attention to each other's feelings and responses, while the American nation advocates the concept of "enterprising and adventurous" and pays more attention to its expression in artistic communication. The national differences in cultural communication will form the efficient simplicity of various countries, but it may also cause obstacles to economic development. [4]

2.2 The Nature of the City

Cultural communication is also affected by underground cities, different regions will form unique cultural customs, and some customs have an impact on economic and trade exchanges. For

example, countries in the Middle East are deeply influenced by Islam and have a strong religious color, so in economic and trade negotiations, they should respect their customs and adapt to the relatively leisurely pace of negotiations of each other, to achieve full consultation and exchanges. Another example is that the people of Nordic countries are more sincere and frank when communicating with others. The speech is concise and leisurely. Therefore. When dealing with him, you should be steady. Be generous without sticking to the details, so that the ideal communication effect can be achieved. [5]

2.3 Comprehensiveness and Permeability

Culture is diverse, the contents and ways of cultural communication are also diverse, and cultural communication activities are closely related to all other social activities. The economic activities of various countries can take advantage of the comprehensive advantage of cultural communication to expand economic and trade exchanges and contacts with other countries, to promote the all-round development of their economy and the world economy. Cultural communication as a message. The form of transmission and communication of emotions and ideas, its impact on the economy is often gradually infiltrated, playing an imperceptible role. This imperceptible effect is conducive to the coordination and blending of cultures of various countries, thus removing obstacles and covering bridge for the economic opening and communication of various countries.

2.4 Indirectness and Persistence

Cultural communication activities are based on the transmission and exchange of information, and its impact on the economy is indirect. However, this indirect impact can be made up for: the defects of direct economic and trade exchanges and the coordination of frictions and conflicts brought about by direct economic and trade exchanges have become an indispensable important tool for the development of economic and trade relations among countries. The influence of cultural communication also has lasting characteristics, a country's politics. Once the economy has accepted the influence of the spread of culture in different cities (whether it is active). Voluntary or passive. Exert an imperceptible influence. This kind of influence will play a lasting role, and the concepts and contents of some cultural communication will also melt into part of the national cultural concept of this country. [6]

3. A Study on the Qualitative Relationship between Cultural Communication and Economic Development

From a qualitative point of view, the relationship between artistic communication and economic development is mutual support. A mutually reinforcing relationship. The exchange and dissemination of culture are a deep-seated exchange and dissemination. In political multi-polarization. Today, with global economic integration, the main obstacle of economic communication is not the shallow obstacle of logistics transmission, but the culture. Obstacles such as ideas. So. Fully. Effective cultural exchange and dissemination are an important basis for promoting modern international economic development. For instance, in the economic and trade exchanges between China and many countries of the European Union. Many seemingly achievable trade has not reached an agreement in the end (such as the export of various agricultural and sideline products), of course, there are many reasons, but an important reason is a difference in cultural identity. In the course of trade negotiations with these countries, the issue of human rights is often mentioned by the other party. And it considers that there are some serious problems in our country. The problem of unequal national treatment. Of course, we believe that human rights are a concept of development, and it still has its domestic and phased characteristics in the process of its development. Human rights are not just a matter of basic human rights.

The month is related to the issue of national sovereignty. It is precise because of the differences in this aspect that the economic and trade exchanges between the two sides are not satisfactory. Except for Germany, France, and other countries that have traditionally had frequent economic and

trade exchanges, the trade volume between some other EU countries and China is not growing fast. There is also a downward trend in some countries. Therefore, to promote the economic progress of our country and other countries in the world, we must further strengthen cultural exchanges and dissemination with other countries in the world, and remove obstacles on the road of economic and trade exchanges. Also, in the process of modern economic development, cultural communication is more used for economic development. [7]

3.1 The Development of the Economy Itself is the Catalyst and Thruster of Cultural Communication.

The economic base determines the superstructure. The faster the economic development, the higher the communication technology, the means and communication level of the country; and the high level of cultural communication will, in turn, improve the country's economic communication ability and economic influence, and promote rapid economic development. It makes it handier in economic and trade exchanges with other countries. Be able to achieve success one way or another. Among them, pervasive mass media has played an important role. The rapid development of mass media and its related communication technology is the epitome of the economic strength and development level of the United States. Therefore, economic and trade development is the catalyst and booster of cultural communication. Without this basis, the level of cultural communication will be greatly reduced, and cultural communication will coordinate economic development. It is difficult to give full play to the role of promotion. From this point of view. The competition of economic and trade among countries. It is also reflected in the competition at the level of cultural communication. In the competition of cultural communication, all countries are committed to improving the technology of mass media and strive to occupy the core position of international mass communication. [8]

3.2 There is an Interactive Relationship between Cultural Communication and Economic Development

"Economic culture" has become an important part of social culture, which can also be said to be the contribution of economic or economic development to social and cultural development. For example, "corporate culture" is a typical expression of "economic culture". What corporate culture requires is the unity of "righteousness" and "benefits", and the unity of social and economic benefits. This concept has spread and affected our vocational education, adult education, and other non-economic areas, and produced positive results. Another example is the "flexible working system" in economic management, which aims to achieve effective work and full rest through flexible adjustment of working hours. " The concept of "flexible working", which focuses on the integration of humanistic care and scientific management, has also had an impact on other areas of society. Primary schools in some places have adjusted their school hours from 8 a.m. to 08:30 so that children can have a delightful breakfast. Inspired by the flexible working system. Therefore, economic development can produce culture. And this culture will also have a considerable impact on other aspects of society.

4. An Analysis of the Correlation between Cultural Communication and the Economic Development of Internet Celebrities

SPSS(Statistical Product and Service Solutions) statistical analysis platform had powerful functions of data statistical analysis and calculation. It can quickly complete data statistical analysis and statistical analysis management by using the command line. Correlation analysis the establishment of correlation analysis refers to the analysis of two or more related variable elements, to measure the close degree of correlation between the two variable factors. Correlation analysis can be carried out only if there is a certain connection of probability between the elements of the correlation. Relevance is not equal to causality, nor is it a simple personalization. The scope and areas are covered by relevant cover almost all aspects we have seen, and the definition of relevant

varies greatly in different disciplines. Based on the SPSS platform, combined with the data of the economic and cultural communication coefficient of celebrities online in China Statistical Yearbook 2016, the correlation between them arrives in 0.96, indicating that there is a strong correlation between them. [9]

5. Conclusion

We should realize that there is an interactive relationship between cultural communication and economic development, which lies not only in that they can influence each other, but also in that they can be transformed into each other under certain conditions. First of all, in the economic field, such as the economic system. Economic and trade practices. Economic customs and other historical accumulation can form "economic culture". Based on the SPSS platform, by analyzing the relationship between online celebrity economic and cultural communication, we can find that online celebrity economic and cultural communication is often in progressive proportion.

References

- [1]. Cai Jing. Star economy under the guidance of consumerism-- A Communication interpretation of the phenomenon of fans [J]. Journalist, 2008 (12): 48mur50.
- [2]. Ying Tian. The problems and Countermeasures of Internet Celebrity economy from the Perspective of Communication [J]. Young reporter, 2019 (35): 28 Muhammad.
- [3]. Jing Sun, Wang Xinxin. Internet celebrities and Internet Celebrity economy-- an Analysis based on Celebrity Theory [J]. Foreign economy and Management, 2019pr 41 (04): 18 mai 30.
- [4]. Chen Chen. On the prosperity of "Internet celebrity economy" from the perspective of communication [J]. Transmission Force Research, 2018 Magi 2 (01): 104 Mel 106.
- [5]. Xiaofei Wu. Research on content production of Internet celebrity economy [D]. Anhui University, 2017.
- [6]. Rui Wang, Hou Xin. An interpretation of the consumer culture embodied in beef noodle economy from the perspective of communication [J]. Introduction to News Research, 2016. 7 (18): 122.
- [7]. Kaifeng Hou. On the influence of Frankfurt School on the Development of Communication Studies in China and its Enlightenment [J]. Introduction to News Research, 2016. 7 (08): 82.
- [8]. Xinying He. A study on the Innovation of undergraduate Talent training Mode for Communication majors in Economics and Management Universities-- taking the Capital University of Economics and Business as an example [J]. Journal of Journalism and Research, 2015 Journal 6 (16): 24mur25. 20.
- [9]. daSilva Canhos Maryanne Machado, de Oliveira Roge é Rio Carvalho, Modellide Andrade Luis Gustavo, Caramori Jacqueline Costa Teixeira, Barretti Pasqual, MartinLuis Cuadrado. Association between vitamin Dlevels and mortality in hemodialysis patients: Cookhort study. Renal failure, 2020, 42 (1).