A Study on the Self-Confidence Subject of Chinese Culture Based on Streaming Media Technology

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Abstract: cultural self-confidence is the confirmation of a national subject's own spirit, which is related to the future development of this nation. The importance of cultural self-confidence is reflected in the fact that cultural self-confidence has become one of the important factors in considering the roots of the chinese nation's subject. Streaming media is an emerging network transmission technology that transmits and plays multimedia content such as video / audio on the internet in real time. Continuous time base data stream. The mutual connection between the two forms a unique confidence in chinese culture. The analysis of these two points aims at improving everyone's confidence in chinese culture.

1. Introduction

Cultural self-confidence is the confirmation of a national subject's own spirit, which is related to the future development of this nation [1]. It can be said that if a country does not have its own culture, it is like a walking dead without a soul and a body. Chinese culture has continued for 5,000 years without interruption, which is also an important reason why China has been incessant [2]. It can be said that China is a cultural power, but if China is to stand in the forest of nations in the world, it must also be a cultural power. Culture has obviously become the top priority in the current socialist construction. It is the spiritual core that determines the success or failure of our economic and social development in the future. It is also a strategic deployment to cope with international competition from the perspective of globalization[3]. As a state of spiritual level, the cultivation of "cultural self-confidence" is a long-term process of individual culture shaping and education, which requires not only the objective arrangement and construction of cultural resources, but also the subjective cultural identity of the people[4].

With the rapid development of the internet, the traditional network technology has been far from meeting the requirements of building a digital campus culture. Under the background of high-tech multimedia technology, streaming media technology, which overcomes the shortcomings of the traditional network, came into being. Therefore, streaming media technology has become the best choice when users have higher demand for picture, audio and video transmission [5]. The goal and task of distance education in our country is to basically form a life-long education system with chinese characteristics with multiple specifications, multiple levels, multiple forms and multiple functions by 2010. with the development of society and the introduction of science and technology, network education, which uses streaming media technology as its main implementation mode, as a form of distance education, has been expected [6]. The above problems are a synthesis of some hardware and software problems encountered in China's online education process. If a problem is found, it must be solved. How to solve the above problems is an important topic in the development of online education in China.

2. The Subject Consideration of Cultural Development and the Path Choice of Cultural Confidence

2.1 The Importance and Consideration of Culture

General Secretary Xi Jinping clearly stated at the 95th anniversary celebration of the founding of

the party: "Cultural self-confidence is the full affirmation of a country's or its nation's cultural value and its firm belief in its own cultural vitality. Does a nation and its country have cultural self-confidence, The survival of the country and the development of the country are of great significance. Without cultural self-confidence, it is impossible to respect the history and culture of the nation, and to enjoy autonomy and the right to speak in global cultural exchanges and exchanges. The guiding theory and outline of the importance of cultural self-confidence are related to the survival of the national subject and the willingness of the country to develop[7]. To be sure, cultural self-confidence has become one of the important factors in considering the roots of the subject of the Chinese nation. After more than 30 years of reform and opening up, China has achieved great economic development. Nowadays, it ranks as the second largest country in the world in terms of continuous GDP. However, there is still a large gap between our cultural development and those of developed countries. Harmonious world is the ideal of great harmony in the era of globalization, but it is not the real existence that can enjoy its success. Especially in the era of increasingly tense environmental resources and fierce competition for survival, it is necessary to repair and reconstruct the life function of ethnic culture that has been seriously damaged, over consumed and severely polluted in the past century, so as to provide rationality, will and enthusiasm for the sustainable and higher-level development of Chinese civilization And other main resources have important theoretical value and timely practical significance [8]. Chinese civilization and its cultural innovation have been far ahead in the ancient world. The reason why the difficult and difficult environment will not affect the development of culture is that it can cultivate more creative and dynamic cultural subjects. Of course, this is not to say that a favorable material environment and conditions will inevitably lead to the decline of the enthusiasm and creativity of the main body or economic development will certainly lead to the decline of culture, but only to prove that cultural development is based on multiple factors and multiple relationships, especially as opposed to material conditions, there is also an equally important aspect of the main body. When examining the historical evolution of Chinese cultural self-confidence, it is not difficult to find a quite common contradiction. On the one hand, at the critical juncture of the rise and fall of the country, race and culture, the Chinese nation is easy to send out overwhelming spiritual strength through cultural identification and calling on students, which has been tried and tested repeatedly in history. However, on the other hand, this huge main force and passion are not solid enough or can not be held for a long time, and it is easy to be corroded or eroded by itself under certain specific circumstances [9].

2.2 Adhering to the Guidance of Public Opinion on the Internet and Building a Database of Chinese Cultural Resources

Public opinion guidance is the top priority in cultural construction, and it is the core of creating a cultural subject and improving cultural identity and autonomy. With the rapid development of the Internet today, the Internet has become a major platform for people to obtain and disseminate various types of information and cultural resources. Its openness allows us to obtain more diverse cultural resources and more convenient cultural services. The spread and spread of culture has facilitated. On the one hand, vulgar culture destroys the environment in which people share cultural resources, and on the other hand it is not conducive to the formation of cultural autonomy. It plays an important role in the acceptance of cultural resources. Words, pictures, sounds, and videos all need interpreters to dig deeper to convey them to the public. In the shaping of cultural public opinion, social network is also an important position that can not be ignored: it is not only a port for publishing cultural related information and resources, but also a communication window for instant contact with the public, answering questions and solving doubts; on the one hand, it takes into account the right and authority release of network cultural resources, on the other hand, it ensures the interaction with the public, understands the immediate needs of the public, and solves the public The public's questions ensure the right direction of public opinion.

The richness and diversity of online cultural resources are the guarantee for promoting cultural services under the condition of new science and technology. Especially in the era of globalization,

when cultural exchanges are becoming more and more frequent, it has become an indispensable and important content in the national cultural construction to understand and absorb the cultural achievements of all ethnic groups in the world through the network. Multicultural coexistence is a healthy social and cultural ecology. A single, closed culture will only become more and more rigid and lose its vitality. The reason why Chinese civilization has a long history lies in the fact that it has been widely adopted by hundreds of schools and can accommodate the coexistence of different cultures without losing the orthodox cultural foundation. The diversity of culture has brought about the prosperity of Chinese civilization, which is the basic principle that can not be abandoned when cultivating cultural confidence. The construction of the database of Chinese cultural resources is to form an online annotation and index platform of Chinese culture, gather all kinds of relevant professional knowledge to display the development vein and core elements of Chinese culture, and become the authoritative knowledge base of "root seeking" of Chinese culture at home and abroad. On the one hand, it can become an "online library" of Chinese culture, taking into account both research and public education functions, fully exploring the particularity and uniqueness of Chinese culture, highlighting the differences between Chinese culture and foreign cultures, and distinguishing between "self" and "others" On the other hand, it can also take advantage of the Internet's communication advantages to become a concentrated display window for Chinese culture, increase the international influence of Chinese culture, and provide a driving force for the improvement of the self-confidence of the Chinese nation.

3. Streaming Technology

3.1 Transmission Principle and Method

Streaming media refers to the continuous time-based media using streaming transmission technology in the network, that is, the media publishing audio and video multimedia content in real time in the way of data stream on the Internet. Audio, video, animation or other forms of multimedia files are among the streaming media. With the support of streaming media technology, streaming media puts the continuous image and sound information on the network server after compression processing, so that the viewer can watch and listen while downloading, without waiting for the whole multimedia file to download. The main technical feature of streaming media is to use streaming transmission. There are two ways to realize streaming: sequential streaming and real-time streaming. The realization of streaming transmission needs a suitable transmission protocol. Because TCP needs more overhead, it is not suitable for real-time data transmission. In the implementation of streaming transmission, http / TCP is generally used to transmit control information, while RTP / UDP is used to transmit real-time voice data. It should be noted that in streaming, RTP/UDP and RTSP/TCP are used to establish contact with the A/V server in order to redirect the output of the server to a destination address different from the client where the A/V Helper program is running. The implementation of streaming generally requires a dedicated server and player, and its basic principle is shown in figure 1.
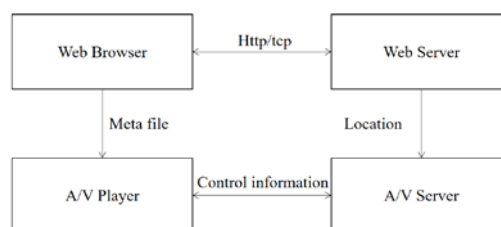

Fig.1 Basic Principle of Streaming Transmission

3.2 Application of Streaming Media

The first step is to use satellite data broadcasting covering the whole country to send all the fresh content of cultural resources to urban and rural families. The second step is to use the computer to judge the needs to download and store the content of interest. The working principle of service-on-

demand is called the principle of seeding. Along with the rapid development of education in China, a series of cultural crimes, such as cultural theft and cultural storms, have appeared in the media. In the context of cultural security issues increasingly highlighting the reality of streaming media, how to effectively protect the personal safety of cultural property is very important. With the continuous development of new media technology, streaming media technology is playing an increasingly significant role in security culture. Many schools are considering the use of streaming video network remote monitoring, using this weapon to guard cultural security. The joint application of streaming media data transmission technology and video monitoring technology will become normal, and the mixture of the two technologies is bound to be the future development trend. The cultural video surveillance system based on streaming media technology is gradually maturing and will surely make great achievements in the expanding cultural market. On the one hand, we need to build a platform for the distribution, dissemination and sale of cultural products on the Internet. Streaming media will facilitate the international promotion of cultural products such as music, movies and books. On the other hand, we should actively carry out "big data" research in the international cultural industry market to provide reference for the creation of cultural products and improve their international competitiveness. Recharge uses the advantages of information exchange and integration brought by streaming media to innovate the current cultural industry development model of streaming media, and to find new ways in terms of production methods, market development and international exchanges, so as to enhance the development level and quality of China's cultural industry. , Create a cultural brand with international influence, and lay a more solid foundation for cultural self-confidence. Streaming media technology is widely used in all aspects of Internet information services such as online live streaming, video on demand, remote education, multimedia news release, online advertising, e-commerce, telemedicine, online radio, and real-time video conferencing. The revolutionary changes will have a profound impact on people's work and life. The indexing technology currently widely used is to treat the information space as a space located by address, specifically a space located by the address of the information storage source. The national education grid platform consists of front-end education groups. Data processing centers. Forwarding platforms. Users The terminal consists of four parts, as shown in Figure 2.
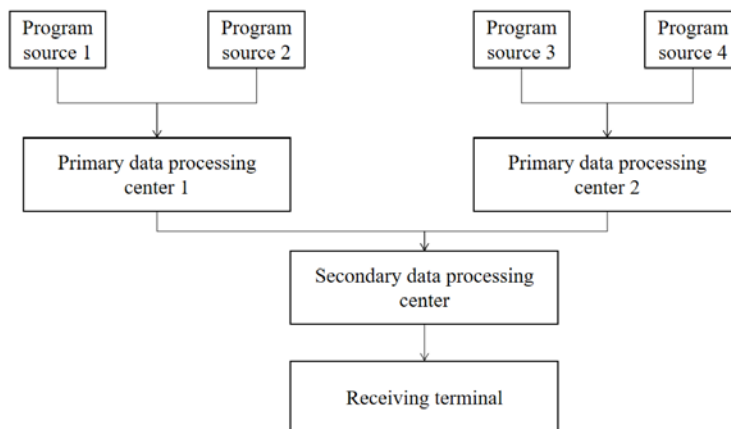

Fig.2 Data Resource Processing Diagram

4. Conclusion

It should be said that the modern distance open education based on network technology is a vivid embodiment of the educational revolution. Its value orientation is related to the sustainable development of network education and how to develop and maintain its exuberant vitality. This requires us to actively explore and stick to the correct direction of network education through such exploration. Streaming media technology has improved the traditional network image and text transmission mode, including front-end to back-end and related network protocols and other technologies, but these technologies still need to be further improved and improved. However, the advantages of streaming media technology will definitely be the development direction of

multimedia technology in the future. With the rapid progress of computer technology, streaming media technology will bring convenience to teachers and students in life, study and work in the construction of digital campus culture.Therefore, the most important thing at present is how to construct the subjective basis and conditions of rationality. Its basic direction should be to take Marxist philosophy as the noumenon, to complete the transformation and promotion of Chinese traditional ethical spirit on the basis of fully absorbing western rational cultural spirit, and to provide a solid and reliable rational basis for the transformation, reconstruction and contemporary development of Chinese cultural self-confidence. Today's cultural self-confidence is not only a historical proposition, but also an epochal one. Its proposal reviewed thousands of years of world history and Chinese history, summed up the exercise and test of modern Chinese culture, and aimed at the great changes in the fate of the Chinese nation since the establishment of new China, especially since the reform and opening up. It can be said that we have more reason for cultural self-confidence now.

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