

# The Study on the Audience's "Micro Mentality" under Micro Era for the Affect of National Traditional Art

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**ABSTRACT:** In recent years, the micro era network behavior is more and more concerned by sociologists and psychologists, a large number of studies have shown that micro-network era acts as a network in the new process of the unique behavior, it is important for the psychological development of the individual role. Based on this, this paper analyzes the main characteristics of the micro era and audience's "micro mentality" changes. Finally, this paper analyzes the audience's "micro mentality" under micro era for the affect of national traditional art.

## Introduction

After 18th CPC National Congress, the government carries forward the traditional art is increasingly on the agenda. Xi Jinping, inherited the party's fine tradition, attaches great importance to carry forward the fine traditional Chinese culture that Chinese traditional art of the Chinese nation's spiritual home, is living wisdom of human civilization. Traditional art is a nation in the long-term social practice of precipitated material and spiritual heritage, but also a unique way of thinking of national spirit embodied in today's society to carry forward the traditional art is very necessary. Carry forward the traditional art is not simply inherited, but with today's needs of the times and take advantage of the power of " Micro Era ", an innovative way to carry forward the traditional art, its essence to its dregs, innovation. With the rapid development of information technology, relying on the Internet and develop new media is increasingly changing people's lives. In the era of information technology, carry forward the traditional art should be combined with a more modern era melody, the audience can easily accept the use of the mode of transmission of publicity. Carry forward the traditional art can not be a mere formality, not read the first few stories, do not read the first few Chinese clothing Chuan classics. The essence of traditional art should express something with the way modern people willing to accept, especially to take advantage of the Internet. Micro-blogging, Wechat, micro-movies are a powerful tool to promote its traditional art, we should vigorously be used.

## The Characteristics of Micro Era and the Analysis of Audience's "Micro Mentality"

It refers to the era of micro-blog for the media to short and pithy as the propagation characteristics of the culture of the times. McLuhan said, the medium is an important symbol to distinguish between different social formations, each new generation and the use of media, have proclaimed the advent of a new era. 140 words micro-blogging, we will promote the Micro Era, their roots in this

era Cherishing such as gold, and into all the issues within 140 words. Micro-blogging achievement of a new mode of transmission, this approach highlights the unprecedented power.

Because micro-blogging short, easy to send a message, each blogger are likely to become the center of the source of information and dissemination of news, which directly alter and subvert the original information dissemination and mass media model. In addition, micro-blogging dissemination of information is exponentially, its propagation speed and breadth is very alarming. Such as micro-blogging Queen Yao Chen fans more than 1700 more than one million, even if only 1% of the fans forwarded her micro-blogging can also reach 170,000; and these fans also have their own fans, so the majority of the propagation space and the effect can not surprising.

When people are still analyzing what we can bring micro-propagation, the micro-blogging has quietly become the center of public dissemination. Micro-spread use micro-blogging fast and easy wide advantage in a time of emergencies showed strong force. According to statistics, 96% of users said they would understand the situation big events, emergencies and publish opinions through micro-blogging. Live micro-blogging 2010 was called. Female toilets battle. Is the year to show the power of the most prominent and most influential of unexpected events, in this incident, a large number of scholars, reporters, lawyers, and other users. They have joined the ranks of micro-propagation, directly contributed to the upgrading of the event and even steering.

Due to the special nature of micro propagation and use advanced technology, China's micro-blogging client feature significantly younger, young people between the ages of 20 to 30 years old accounted for 52.6% of total users, much higher than in this age the proportion of Internet users in the country. Among them, students and professionals of these two groups is the main user, accounting for 29% and 17%, respectively, more than 63% of Twitter users have college education or above. Younger users tend to be more passionate and intense curiosity, are more willing to explore events, a micro propagated fit the fast-paced lifestyle needs of young people, wherever they spread fresh event Fetion, QQ, micro letters and other communication tools, handy video upload pictures, illustrations truly instant rollover.

The negative impact of micro-era network behavior of individual mainly as follows: to increase individual Loneliness large number of foreign research shows that: the era of micro-network behavior and loneliness, happiness are closely related to findings: Compared to the general population, long-term use of facebook individual prevailing strong jealousy, they are often too much attention to the living conditions of others, they have been unfairly treated, over time, so reducing their social activities, social capital becomes scarce, leading to increased levels of loneliness. Bevan et al also found that the more people on facebook, the more anxious, because they put the time in real life contact with others online is spent on virtual links. There are also a study pointed out that although university students micro-blogging control & Total micro-blogging can get through comments and concerns temporary satisfaction, but once they left micro-blogging will feel lonely and helpless. the study found the use of the Internet in the beginning of the study will reduce the user's level of loneliness, and when the study over a period of time Internet usage and loneliness by the positive correlation between the transition start is negative correlation, an increase of loneliness users, because they put the time in real life contact with others online is spent on virtual links.

Micro Era network behavior and individual attack. Self-esteem levels are closely linked. For groups of students study found, the frequency of facebook application can positively predict the user's bullying, they are more likely to give a negative evaluation of objective events, compared to the low frequency users, frequency of use facebook the higher the student exhibit aggressive

behavior of the higher frequency; at the same time, excessive use of social networks can also reduce the level of self-esteem, leading withdrawn.

Previous belief, some researchers believe that social media use can reduce the sense of the individual alone. The researchers found that use of the network can significantly reduce the sense of the individual alone, to increase their level of social support, the view in use of social media is also has been verified that the use of social media by increasing social support and social capital to reduce the sense of individual self alone, while use of social media can also enhance the individual's sense of belonging.

Numerous studies show that the Internet and social media use has a positive effect on subjective well-being. Between the intensity of use of social media and individual life satisfaction and subjective well-being is positively correlated. When the university students use social media motive is social activity ( such as meeting new friends and keep in touch with others, etc.), the use of social media for subjective well-being of college students have a positive effect; and when using social media is to be alone (such as passive browsing information, etc.), a decrease of subjective well-being. Domestic researchers found that higher overall SWB Students micro-blogging users, their motivation to use Micro-blogging have a significant effect on subjective well-being. In addition, the researchers also found that the use of social media for self-esteem of young people have a positive role in promoting. Teen higher frequency of contact with social media response obtained from others is more positive response and will often increase their level of self-esteem.

### **The Analysis of the Audience's "Micro Mentality" under Micro Era for the Affect of National Traditional Art's Inheritance**

Young people indifferent to the traditional art of reason, because the more information the media explosion caused by the "distraction" and "transient aesthetic", making them difficult to reach and feel the charm and meaning of traditional art, and even have some conflict. This is a pressing problem in many countries of the world. Young people more self-centered, focusing on personal sensory experience and emotional catharsis, the heart is difficult to establish long-term and worship idols, more inclined to accept the "eyeball economy" and "sensory consumption" as the representative of the "fast-food culture." In fact, this is human nature in general these inherent qualities, should be respected. If they can be properly harnessed and channeled to these "micro mentality", will be under the Inheritance Micro Era context and carry forward traditional Chinese culture played a pivotal role in promoting.

Traditional art information transmission or information system is running, from the traditional media, official websites, the media official micro-blogging, letter, clients, and more individual micro-blogging, letters and other forming propagation path different dimensions. Because of the many information channels, complex sources, so that the original overall knowledge of information systems is disassembled into pieces of knowledge from the significance of the debris transfer mode and form of expression showing diversity, complexity, chaotic and fragmented characteristics public can not understand the system and its external content. By Micro Era vision, able to accept the public in the form of traditional national art spread to use the system to interpret the knowledge content in the choice of information, organization, design, editing, production, transfer process must be based on their performance from various angles to reveal levels, orderly arrangement and finishing with character conversion, clear picture, vivid audio and visual effects to show a certain level, a series, a unit of the national traditional arts, so that the different education levels of public sentiment can have a traditional Mongolian sports culture shortcut.

Micro Era implies a cultural communication, novel space of social interaction, lifestyle. national traditional arts micro propagation process diversity, first means diversity, to use the media official websites, the media official micro-blogging, letter, clients, personal micro-blogging, letter, as well as micro-public, micro-reading, micro vision, micro courses, and other multi-channel micro-life, followed by the diversity of ways to take advantage of the rich languages, use or plain, or fine, or with a strong impact images, the use of high-resolution images, stimulate people's senses, so that content distribution richer, more intuitive feel, based on more reliable 'additional content diversity, hierarchical, family, unit, from the organization, regulatory documents, successors to the news, columns, video performances, protection Forum, from historical heritage, social habits to the venue, appliances, clothing, from a technical specification techniques to rule, to be spread from the customs ethics.

Contemporary society, fast-paced life is always close to the fragmented, diverse, fast food labels. National traditional arts propagation should use a comprehensive tangible clues monitoring, precise topics, fast response, strong breakthrough and integration capabilities, highlighting the times, accurate, and timely push from sports equipment, equipment and technology to the rules of the game, news sports competition mechanism, activity ceremony, etiquette, techniques, customs and other information, menus to logical and easy to mass rapid query history information and consultation, to facilitate a positive response interaction of the public, to facilitate simple mouse click or a phone button to complete the selection, evaluation, voting, appointment and other functions. In addition, micro-blogging, Wechat, micro-video open time must be short, modern public life has been unable to tolerate the long wait. In order to encourage the micro-environment of the times in the national traditional arts of information dissemination of independent body to do with micro-media combination to achieve rapid integration of information, fast and rapid spread of radiation.

## **Conclusion**

The use of "micro-elements" spread the force of the national traditional art "abandon inheritance, transformation and innovation", to transform part of the old, outdated national traditional art expressions, giving new meaning and manifestations, to better fit the "Micro Era" trends and personal experience. Shanghai's "National awakening" NGOs are on the use of the combination of online and offline, many young people will be reading ancient books together, holding tea, chess, classical cultural salon, the question open, broad vision, its micro-Bo has nearly interactive one million "fans." Similarly, many online created "poets society," "archaic" type of original pop groups elements are taken into the classic pop art, the realization of the "one plus one is greater than two" good results, harvest considerable popularity. This two-pronged approach is to give the national traditional art "Micro Era" in the younger generation of higher "viscosity" and a stronger sense of mission, inherit and develop the national traditional art.

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