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Chinese TV education language and culture in heritage and innovation

Abstract. *TV language culturology has been developing rapidly in China for nearly 20 years, and has achieved fruitful results. Under the background of constructing the community of human destiny, linguistics and culturology has remarkable academic value and time value because of its unique subject advantage. We think that if “Language-culture” is regarded as a whole concept, it is no longer confined to the existing theoretical framework and basic research units of linguistic culturology, viewing the whole and systematic construction of the subject from the perspective of externality will surely expand the extension of TV language research and enrich the connotation of subject construction.*

Keywords: *language culturology; television education; inheritance; cultural and educational innovation.*

Китайское телевидение: наследие и инновации в образовании, языке и культуре

Аннотация. *Телеязыковая культурология быстро развивается в Китае вот уже почти 20 лет и добилась плодотворных результатов. В контексте построения сообщества человеческих судеб лингвистика и культурология имеют замечательную академическую и временную ценность из-за своих уникальных предметных преимуществ. Мы считаем, что если рассматривать «Язык-культуру» как целостную концепцию, то она уже не ограничивается существующими теоретическими рамками и базовыми исследовательскими единицами лингвокультурологии, а рассмотрение целостного и систематического построения предмета с точки зрения экстернальности, несомненно, будет способствовать расширить масштабы исследований телевизионного языка и обогатить коннотацию предметного построения.*

Ключевые слова: *языковая культурология; телевизионное образование; наследование; культурные и образовательные инновации.*

Due to the diversity of theoretical origins, complexity of disciplinary properties, and complexity of research objects in the field of linguistic

and cultural chemistry, scholars have varying understandings of some important theoretical issues in linguistic and cultural chemistry. In research practice, there are varying degrees of problems such as more introduction and reference theories, less original theories, more scattered case studies, less academic team collaboration, more internal linguistic research, and less interdisciplinary research.

The emergence of these problems is partly due to scholars having different understandings of important theoretical issues in language and culture, such as the name, nature, research objects, key concepts, and so on. Starting from the perspective of construction concepts and externalities, under the conditions of the new era, we seek the possibility of further intersection and integration with relevant humanities and social sciences, natural sciences and technologies to meet service needs and problem orientation, open up and expand new research spaces and problem areas, and serve national strategic needs and local economic and social development.

The research object of language and culture is the interrelationship between language and culture. Based on this, especially in the past 20 years, Chinese and Russian scholars have mainly focused on specific research objects, describing, interpreting, and comparing the ethnic culture of a specific theme in Russian and Chinese, forming a thematic object domain that includes background words, non corresponding words, cultural accompanying meanings, language information units, language and cultural units, precedent phenomena, ethnic social and cultural stereotypes, cultural gaps, cultural concepts, etc., revealing the semantic and cultural characteristics of ethnic culture in words and texts, and achieving a series of achievements [1].

With the continuous deepening of research, language and cultural chemistry have further intersected and integrated with disciplines such as psycholinguistics, cognitive linguistics, political linguistics, and literary criticism. With the further expansion of the problem domain and object domain of Russian language and culture research, it is of great significance to deepen the connotation of language and cultural research and expand the extension of language and cultural research.

“Language personality” reflects national personality and personality. Language awareness is a research object of common concern in linguistic and psycholinguistic studies. Language awareness has become the current stage of language and cultural chemistry [2].

Language consciousness has national characteristics. The systematic analysis and comparative study of language consciousness on a certain theme between single or different ethnic groups can deeply reveal and explain the cultural commonalities and individual characteristics of the target country’s ethnic culture, as well as the overall trend characteristics

of the understanding and cognition of the world of that ethnic group. Language consciousness can reflect the image of the world, and there is a direct connection between language consciousness and the generation of world images and their symbolic reflection in the linguistic world landscape.

Therefore, we believe that linguistic and cultural chemistry is a comprehensive branch of linguistics that emphasizes both theoretical and applied research, with distinct cross linguistic, cross-cultural, and interdisciplinary characteristics. It is necessary and necessary to simultaneously balance the two directions of linguistics and cultural studies. Culture and language are a relationship of inclusiveness and inclusiveness, while language and culture are a relationship of form and content, and it is precisely this two-way covariant relationship, this determines the broad prospects and strong disciplinary tension of language and cultural research [3].

Each era has its own awareness of problems, and each era has its own academic mission. Building a community with a shared future for mankind and the construction of China's discourse system, global governance and promoting the construction of the "the Belt and Road", Chinese culture going global and improving the country's international communication capacity, put forward new mission requirements for the humanities and social sciences in the new era, and create unprecedented development opportunities for the construction of language and cultural sciences [4]. Is the study of Chinese language and culture continuing to follow the path of theoretical introduction and reference, or focusing more on the subjectivity and originality of research that meets the needs of modern Chinese problems.

We believe that the localization orientation of language and cultural research is key to having the concept of localization. The concept of "transformation" is to be based on the current needs of China. On the basis of borrowing and innovating the theories of others, it is also necessary to enhance the autonomy, subjectivity, and originality awareness of Chinese scholars [5].

Further strengthen and enhance the problem awareness and knowledge innovation ability to meet the practical needs of modern China. Proposing new ideas, establishing new paradigms, and providing new methods are the basic standards for academic research. During this process, new viewpoints may have different opinions, which is precisely an excellent opportunity to produce innovative theories and should be encouraged and developed. You should know that theoretical dialogue is a breeding ground for theoretical innovation. We talk about inheritance, borrowing, and innovation. In my understanding, inheritance means standing on

the shoulders of our predecessors; Learning from others means keeping pace with the world, while innovation means finding one's own path.

For language and cultural researchers, language is both a subject with humanistic properties and a professional tool. Language and cultural researchers can fully leverage their bilingual or multilingual advantages, deeply cultivate the cultural patterns of the target country's language, and deeply analyze the influence of cultural forms on language structure and the influence of cultural concepts on behavioral patterns.

The influence of language structure on cultural forms, especially language patterns and strategies in cultural dialogue. Based on the new era and responding to new demands, language and cultural research needs to strengthen the intersection and integration with humanities and social sciences such as cultural studies, ethnology, intercultural communication studies, political science, communication studies, and national and regional studies [6]. On the other hand, language and cultural research must break through the limitations of existing disciplinary classification systems and further promote multi-dimensional interdisciplinary research on language and culture that intersects humanities, sciences, and industries. The cross integration research of language and cultural chemistry with language intelligence, big data, and machine translation has opened up new problem areas and research directions in language and cultural chemistry. This not only helps to promote interdisciplinary and multidisciplinary team collaboration among domestic and foreign scholars, but also deepens theoretical and applied research in disciplines, and promotes the internationalization of Chinese academia.

In the process of building a community with a shared future for mankind, television language and culture, with their unique disciplinary advantages, have great academic and contemporary value. As the Polish physicist and chemist Madame Curie once said, "People should not always look at what they have done, but should pay attention to what still needs to be done" [6]. In the context of the new era, language and cultural research should break through existing theoretical frameworks, and from the perspective of new liberal arts concepts and externalities, it is necessary to re-examine its connotation and extension.

Language and cultural researchers should further strengthen their awareness of problem-solving and service, highlighting subjectivity and originality. On the basis of deepening and expanding the existing theories and research methods of language and culture, we will further update the concept of disciplinary construction, innovate research objects and methods, strengthen the disciplinary system and transformation research of language and culture, in order to build a television language and culture academic system and discourse system with China's own characteristics.

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New media and traditional media in China: competition and integration

Abstract. *Newspapers, radio and television are the three main traditional media in China, among which television is relatively competitive. However, with the development of mobile Internet technology and the advent of the era of convergent media, the development of traditional television media has encountered a bottleneck. How traditional media deal with development challenges and find a way to survive in the face of intense competition has become a key issue in the media industry amid today's backdrop of media convergence. Through the analysis of the development of video surveillance platform, we will find new models for the development of traditional media, adapt to the development of times, take advantage of the opportunities provided by the mobile Internet era, actively develop new media and compensate for shortcomings of traditional media.*

Keywords: *era of mobile Internet; CCTV; new media platform; media convergence, media transformation; traditional media.*