

Research on Manchu Food Culture Communication in Liao-Shen Area from the Perspective of New Media

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Abstract

Manchu food culture is an important part of Manchu culture, which has made great contributions to the development of food culture in Liaoshen area, and formed the unique food culture characteristics in Liaoshen area today. At present, the research on Manchu food culture mostly focuses on the historical development process of Manchu food culture, the development and utilization of Manchu food tourism resources, etc. The arrival of the new media era makes the inheritance and development of Manchu food culture have a new path of communication. This paper mainly traces the value of Manchu food culture, explores the problems existing in the development status of Manchu food culture, makes full use of new media to empower the development of Manchu food culture, and explores the new path of inheritance and communication of Manchu food culture.

Key words: *New media; Liao-Shen area; Manchu food culture; Propagation path*

I. INTRODUCTION

Looking back at history, the eating habits and the formation of food culture of all ethnic groups are often determined by their own production methods and activities. Hunting was the main way of life for Manchu ancestors who lived in Baishan and Blackwater for a long time. With the development of productive forces, it gradually made a transition to farming after the end of the 16th century. After years of precipitation, Manchu food culture has surpassed its own meaning and has profound cultural significance. It not only promotes the mutual integration among ethnic groups, but also represents the excellent traditional Chinese culture to a certain extent. Before entering the customs, Manchu settled in the northeast of China, and the unique natural environment and historical tradition prompted Manchu to form a unique diet preference and behavior. A series of eating habits of Manchu reflect their national character, culture and spiritual world, and then form Manchu food culture, which has become an important part of China's food culture system.

II. GENERAL SITUATION OF MANCHU FOOD CULTURE

Manchu ancestors lived in the vast white mountains and black waters for a long time. In the process of conquering nature, they formed unique and colorful production and living customs. The eating customs of Manchu were formed and developed with the changes of historical years, social

production and economic conditions of Manchu. Fishing, hunting and gathering are their main production methods, while fish, mammals, fungi and wild plants are their main food sources. Manchu people show distinct national characteristics in diet, and foods with national characteristics, such as hot cakes, sour soup and hot pot, are deeply loved by Manchu people.

Manchu's food culture has its unique value. Every regional food culture retains its own unique taste. Among Manchu food products, they are not only suitable for Manchu people's favorite taste buds, but also have obvious regional characteristics. Special attention is paid to being suitable for ordinary people, marching soldiers, passers-by who travel long distances and people who go hunting and fishing. In Northeast China, where the weather is extremely cold, food is insufficient in winter, and sticky food is more resistant to hunger. These conveniently preserved foods become dry food for going out and rations in severe winter. Secondly, these unique delicacies also affect the economic income. Like snowballing usury, mung bean cake and Saqima are not only well-known cakes in China, but also many foreign friends come here, so they must try them. Northeast China still retains the traditional Manchu people's habit of eating sticky bean bags, snowballing usury has become a staple food, and famous cakes such as Saqima enrich the Chinese nation's food culture. Thirdly, Manchu diet has its own distinctive characteristics, and it is convenient for Manchu ancestors to carry such hunger-resistant food in the hunting process. Manchu diet is very inclusive, and some diets have gradually merged with other ethnic groups. Manchu hot pot is an example. When hunting and having a picnic outside Manchu ancestors, putting a water basin on the fire to heat it, and then putting the hunting bush meat on the inside meal can solve hunger. With the development of the times, the variety of dishes is more abundant. If you have the opportunity to walk in the food streets in Northeast China, you will always see the "hot pot" and "stew" in Northeast China on the eye-catching signboard. This dish can bring all the dishes together and appear in one pot, which can be described as inclusive of all foods, which is one of the reasons why Manchu food culture can develop and popularize rapidly. Nowadays, hot pot in Northeast China is also very popular all over the country. In addition, during the Spring Festival, every household makes sticky food in advance as "New Year's goods", which is also an offering for Manchu sacrifice. Up to now, many families in Northeast China still keep the custom of Manchu. "In addition to taste and environment, food can also awaken deeper memories, about emotions and feelings, about psychology and psychological state." The emergence and development of Manchu diet is closely related to its own productivity and production relations. Manchu food culture narrows the distance between people, is the spiritual sustenance of people's coexistence in the extremely cold weather in Northeast China, embodies the wisdom of Manchu people, and realizes spiritual harmony.

III. DEVELOPMENT STATUS OF MANCHU FOOD CULTURE IN LIAO-SHEN AREA

A. There are bottlenecks in the development of Manchu culture

With the continuous development of modern society, the phenomenon of ethnic integration is becoming more and more common, the influence of Manchu culture is gradually weakening, there are fewer and fewer people who can speak Manchu, and the value of Manchu culture is gradually blurred. In addition, some Manchu cultural resources are over-commercialized, which leads to the change of cultural connotation and hinders the inheritance and development of Manchu culture to a certain extent.

B. The awareness of food culture inheritance is not strong

Some Manchu people do not pay enough attention to inheriting traditional culture, and do not realize the importance and urgency of inheriting national food culture. With the impact of multiculturalism, people's acceptance of multiculturalism is getting higher and higher, their cognition of national culture is not deep enough, and they can't fully understand the spiritual value of excellent traditional culture, which leads to the lack of sufficient concentration and execution in the inheritance and development of national food culture.

C. Scarcity of cultural heritage professionals

The inheritance and healthy development of culture can not be separated from the support of professional talents, but there are insufficient talents who have the ability to protect and inherit Manchu food culture. The first problem is that the Manchu culture research team is not strong, and the high-level professional research talents in Liaoning Province are scarce, so the professional quality of tourism professionals needs to be improved.

D. The publicity of tourist attractions needs to be improved

The propaganda of food culture in tourist attractions is not in place, which makes tourists have an incomplete understanding of tourism food culture and can not lead them to have a deeper understanding of Manchu culture. The management system of tourism enterprises is not perfect, and the promotion and guidance of regional characteristic food culture in scenic spots is not professional enough, which directly affects tourists' understanding and experience of Manchu food culture.

E. The brand effect has not yet formed

The peripheral products developed by Manchu food culture in Liao-Shen area failed to grasp the consumption psychology of most tourists, and did not form a brand with regional characteristics. The development of cultural tourism products lacked combination boxing, and the phenomenon of small, scattered and weak was prominent, which could not form a brand effect.

IV. NEW MEDIA EMPOWERS THE NEW PATH OF MANCHU FOOD CULTURE COMMUNICATION

A. Targeted Communication Using Different Media Platforms

Nowadays, there are many sources for audiences to obtain information. The most remarkable feature brought by new media to the spread of Manchu food culture is the diversification of presentation methods. New things such as chat software, social networking sites, Weibo, short video platform and APP appear in front of the public one after another, which connect a large number of people from different nationalities and regions. Different platforms have different ways of presenting content.

WeChat WeChat official account is a regular push to concerned fans, and its content forms include pictures, texts, audio and video. Most of the content is a combination of these forms of expression. Although the platform has limited the number of push every day, its communication effect is ahead of all platforms due to the huge number of WeChat users.

Weibo is an open platform, which is more direct and interactive than WeChat official account, and the release of information is not limited by time and quantity. Because of the strong interactivity and

openness of this platform, it often causes a sensational communication.

Douban is a niche platform compared with Weibo and WeChat. On this platform, audiences often join different groups because of their own preferences, and the information spread on the platform is more literary and art, often sharing and discussing movies, books and music.

Today, when information tends to be video-based, the emergence of short video platform is more in line with the habits of today's audience, and its representatives are mobile terminal platforms such as Vibrato and Aauto Quicker. Under the environment of various platforms, the dissemination of Manchu food culture needs to take rich pictures, animations, videos and other forms as carriers according to the aesthetic needs of different audiences, so as to arouse the resonance of the audience.

B. Creating high-quality food culture programs through "celebrity effect"

In the new media era, "celebrity effect" is very important for cultural communication. Young people generally pay attention to celebrities' behavior and language, and even regard celebrities as their idols and their achievements as their goals. Therefore, creating cultural programs and activities with famous people will attract a fixed audience and gradually expand the promotion efforts through new media communication. With the help of celebrity effect to promote cultural programs and activities, the selection of celebrities is not simply determined by the flow heat, but has a set of corresponding consideration standards. Celebrities participating in the programs need to have a deep study and understanding of the traditional national food culture, and the producers in the later stage of the programs also need to pass the relevant cultural professionalism. Only by carefully making them in all directions can high-quality traditional cultural programs be created. The addition of celebrities will make the program get a certain degree of attention at the beginning of broadcasting, ensure the income of producers and media, and more importantly, increase the number of viewers who actively understand traditional culture, broaden the scope of cultural communication, and finally promote the better inheritance and dissemination of national food culture.

C. Improve the diversified media integration system and form a food culture flow market

Reconstruct the system and mechanism, improve the diversified media integration system, and clarify the media market format. Adhere to the market investment, support multi-subjects to participate in the construction, give superior media various flow resources, reduce the trial and error cost of its innovation, and enhance the hematopoietic function of the media itself. Provide other policy resources for media development, help reduce the risk of investment responsibility from the policy, and provide certain institutional guarantee for its trial and error, and provide a safe entrepreneurial environment for media groups.

Establish a media support system for cultural integration with national characteristics, promote business cooperation between the government and the media, authorize the media to use government public big data, and establish a win-win cooperation model for new media culture industries. Establish the concept of new media communication, open up channels for the development of national culture, build a multi-level and multi-angle communication mechanism of national culture, encourage both official communication and excellent We Media communication, and enhance the audience experience of the integration and communication of national characteristic culture through national cultural exchange activities, national cultural exhibitions, digital national cultural exhibition halls and national cultural online videos.

Expand the operation of food culture industry, cultivate hematopoietic function, improve the legal

and regulatory protection links of intellectual copyright, promote the cross-border integration and development of culture and tourism, eliminate industry policy barriers, innovate investment models, stick to the essential characteristics of national culture, avoid falling into the misunderstanding of cultural homogenization, maintain the integrity, authenticity and uniqueness of national culture, and create a flow market ecology conducive to the media integration and development of national food culture communication.

V. CONCLUSION

Manchu's food culture is an integral part of Manchu's historical and cultural heritage, and it is also an important part of Manchu's food culture in Liaoshen area. Manchu's food culture also has a far-reaching impact on the formation of today's Liaoshen cuisine. Studying the rich connotation and dissemination of Manchu food culture is helpful to fully understand the history of Manchu, improve the dissemination of regional cultural brand symbols, promote the development of cultural tourism industry in Liao-Shen area, and is also of great significance for inheriting and developing the food culture of the Chinese nation.

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