

The Present Situation of Traditional Mongolian National Cultural Transmission in the New Media Era

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Abstract: The new Medias' development has greatly contributed to the development of traditional Mongolian culture. In this paper, we would select two common examples as Mongolian song and Mongolian medicine in analyzing the current development of traditional Mongolian national culture and analyzed not only the situation of cultural transmission but also issues of Mongolian traditional culture. Traditional Mongolian national cultural transmissions are three main media uses as website, application and Wechat.

Keywords: New Media, Traditional Mongolian National Culture, Transmission

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I. THE GREAT ENVIRONMENT OF CULTURAL TRANSMISSION

Due to the global trade growth, many countries' relations are improving day by day in this time, relocating the rich cultural heritage of one's own countries, repairing the state by culture, expanding cultural foreign relation and building a friendship society is not only one of the important policies of party's leadership repair the state, but also "cultural soft power" diplomacy of the country in fierce competition of the world has become a symbol of the countries' important policies.

On the basis of president of People's Republic of China Xi Jinping's concept of "Tell Chinese Stories", Presses and News in our country need promote the cultural heritage of the nations in the world in various ways. The spread of the policy of the "Cultural soft power" in China is enhancing nations' culture of China and its influence force in the world. This great environment has been a fortunate in development and prosperity of nations' cultures of China. Using the luckiest period for many nations' people, we must tell our own nation's story which is also an important component of "Tell Chinese Stories" concept.

The traditional Mongolian national culture (called as "Mongolian culture") is main composition of minorities' culture in China, which of development is also an important part of the development of minorities' culture and "Tell Mongolian Stories" is in the important concept of "Tell Chinese Stories".

In this greatest environment of government, Advertising Mongolian culture need reach to the whole world is not only relying on traditional publications and books, magazines, and radio and television but especially inheriting, protecting, discovering and opening Mongolian culture using new media are only selected way of Mongolian cultural transmission. Thus, Mongolian National Culture in new media era has not only new way of transmission of culture but also some problems.

II. THE GENRE OF MONGOLIAN TRADITIONAL CULTURE AND THE PRESENT SITUATION OF NEW MEDIA TRANSMISSION

The culture is mental value and life behavior¹. Mongolian Culture is mental value, social lifestyle for Mongols. In development process of several hundred years in Mongolia, Mongols has created a unique culture by adapting their own national industry for their lifestyle. Some cultural phenomena have been handed down originally from ancient time to present and some of them have only been written into historical records. However, Mongolian culture has transformed into thousands of years of historical development, although it, original traditional culture treasures have been inherited to

present time. Of course, Mongolian art has a rich heritage and now it is being used in connection with the new development of media. In the new social media era, the transmissions of Mongolian art and culture are going very fast, but it does not reflect the whole status of Mongolian culture. Apart from folk song in Mongolian culture has a rich heritage of language, Mongolian scripts, handmade, physical education, national music instrument, food and clothes. Their content and form and their types and genres are rich they have vast transmission space.

Judging from previous studies, the creators of Mongolian culture can be classified as follows. First, folk literature and arts: national language and literature, folk song and folk dance, folk music, national epic play and fine art. Second, there are rituals such as life ritual, wedding ritual, Memorial Day ritual, funeral ritual, and sacrificial ritual. Third, types of handmade and industry are including national clothing, national handmade production and national-style buildings' architecture. Fourth, there are national brands as traditional foods, daily products of livestock and national product of animal and grass. Fifth, Traditional Medical and Medicine: including as traditional medicines, medicine prescriptions, remedies and treatment practice. Sixth, there is culture of traditional religion. Seventh, national physical active exercises: in the fact, Mongolian culture is a very large system. The Mongolian cultural diversity is important role to represent one of Chinese minorities' cultures.

The new media are enhancing the time and space for limit of Mongolian cultural transmission, expanding the communication channel and path, enhancing the cultural relations of other nations, protecting and discovering the national cultural heritage and improving cultural industries in the environment. In a similar situation, the Mongols use new media such as networks, small blogs, blogs and we chat to promote actively Mongolian culture and make active operation. For example: the Mongolian cultural transmission is being carried out using a variety of new media such as creating Mongolian website, Mongolian network, Wechat, live broadcast, FM radio and individual and enterprises' blog and small blog sign up. We would analyze public sample with Mongolian cultural transmission of all media types of one by one. For example, there is new media for Mongolian Medicine and Mongolian traditional music and dance in Mongolian cultural transmission.

1) Culture of Mongolian songs

Mongols got talent to sing song and dance from ancient time to today. Singing and dancing of Mongols are important symbols of their lifestyle in the whole world. Mongolian traditional song and folk art, including folk performances, television shows, records and song records, has reached the ears of the peoples of the world and Cultural transmission for Mongolian traditional song and folk dance is very intense in the world and it has been handed down from generation to generation in the world. The Mongolian long song, one of Mongolian traditional songs and folk arts, has been handed down from generation to generation and has been well-known in the world and UNESCO declared the Mongolian long song one of the masterpieces of the oral and intangible heritage of humanity in 2008. Khoomii as Mongolian traditional music and one of Mongolian traditional songs and folk arts was declared the Mongolian long song one of the masterpieces of the oral and intangible heritage of humanity in 2009. Apart from it, folk songs as local place-style have been sung in different place of Mongolian territory. They have been inherited from generation to generation in the territory. These songs are Ordos folk song and folk song of Khorchin folk songs. They are even different in expressions of words and rhythm, to present the features of the territory very clear and the versions and ballad of folk songs among people of the two places is more than other places. Mongolian traditional music instruments are consisting of horse-head fiddle, three strings instrument, and fife. Horse-head fiddle is a main traditional music instrument in Mongolia and famous instrument in countries of the world.

In new media era, Cultural transmission of traditional song and art are three types as website, application and Wechat. For example, there are social media named as "The sky and steppe music website" (<http://www.ttcy.com>) "Mongolian music and songs website" (<http://www.mgyyw.com>), "Singer" (<http://www.duuchin.com>), "Zol music website" (<http://www.mengguyu.com/music/index.aspx>) , "The horse head fiddle website"

(<http://www.matouqin.com>) “Music website of Inner Mongolia” (<http://www.mglmusic.com>), “Mongolian element music and song website”(<http://www.mgl9.com>), “The open steppe music website” (<http://www.nmwhyx.com>), “Relations website”, “ Chinggis website”, “Golden time website ” , “Steppe Eagle”, applications as “Sound” , “The sky and The steppe” , “Mongolian Music”. “Ehshig” is very famous among people. Nowadays it has 2000000 listeners, be very famous in other music and applications and is a great contribution to the Mongolian music tradition and development. There are “Mongolian song” , “Mongol Duunii Chuulgan” , “Mongol Shildeg duu” , “Mongolian song ” , “Top Mongolian Song” , “The steppe Mongolian song ” , “Long song of Uzemchin ethnic” , “Long Song Element” and Wechat accounts as “Anu”, “Mongoljingoo” and “Mongolian song”. In new social media era, the transmission of Mongolian traditional music and song is three genres as website, application and we chat.

2) *Culture of Traditional Mongolian Medicine and medical*

In process of life industry in long time and during Mongols have rich experienced process of struggle various diseases and treatment and the rich and valuable experiences are important heritage for Mongolian Medicine and Medical. Traditional Mongolian medicine consists of traditional treatment practice, Mongolian medicine; medicine prescription and pulse diagnosis have contributed to the health development. Mongolian medicine has many medicine prescriptions and types. In book as “Uzesgelent Nudnii Chimeg” by Jambaldorj are including 879 species Mongolian medicines such as 62% herbal medicine, 17% animal medicine and 21% minerals. Mongolian medicine species have been grown based on finding Mongolian medicine materials. Judging from statistics, there are 2200 Mongolian medicine species and 1324 medicine species in active usage. Their medicines species are including 54 plant seed and fruit species, 83 fossil species, 231 plant root species, 256 herbal species, 54 stem and leaf species, 30 pill species, 260 animal drugs species and 98 minerals species³. Thus, traditional Mongolian medical and Mongolian medicine, an important formation of Mongolian cultures, have been enriched in contents for cultures of traditional Mongolian medical and Mongolian medicine and some research works and medical care have been reached to standard of the world. The culture of traditional Mongolian medical and Mongolian Medicine have been expressed with publication and press, academic relations and television program to introduce wonders of traditional Mongolian medical and Mongolian medicine in the whole world.

Individuals and cultural enterprises have made cultural transmission of traditional Mongolian medical and Mongolian medicine using new social media as Wechat accounts to promote them. For example, “Mongolian and Tibet Medicine”(<http://www.nmwhyx.com>), “Mongolian medicine in Fuxin” (<http://www.cnfxmy.com>), “Top Mongolian Medicine” (<http://www.meng-yao.com>), “Mongolian Medicine LC” (<http://www.mwmy.com>), “Mongolian Medicine Market”, “Otoch Mongolian medical hospital”, “Mongolian Medical hospital in Suibei”, “Traditional Mongolian Medical Hospital”, “Research Organization for Modern Mongolian medical and Mongolian Medicine” and “Mongolian medical and Mongolian Medicine in Inner Mongolia”. There is only one application named as “Happy Mongolian Medical Hospital”. According to new social media development for traditional Mongolian songs and arts and Traditional Mongolian Medical and Mongolian Medicine, it is very speed, active and powerful. There are more Wechat accounts for Mongolian culture such as religion, Mongolian National Wrestling, Horse Culture, worshipping and sacrifice than Traditional Mongolian song and art,

Mongolian medical and Mongolian medicine and website, magazine, news, government network, television and historical TV channel for Mongolian Culture. But in new social media era, we can not conclude good or bad social media for transmission of Mongolian culture with how many members and subscribes. Because doing active or inactive procedure for new social media has been paid attention following factors such as numeral value of members, read news, comments and reaction, and sharing. We can estimate good or bad social media transmission for Mongolian culture based on above factors. When social media of Traditional Mongolian song and art and Traditional Mongolian medical and Mongolian medicine that is examining more quantitative and

qualitative than other social media transfers, we can observe on the factors as counting register, new extra contents of we chat and most read news. From result of this survey, we chat accounts for traditional song and art are presents on the Table 1.

Table1. Statistics of hits of Mongolian music and Mongolian medicine websites

Name of social media	Name of networks (websites, Application, Wechat accounts)	Clicks
Mongolian song	Paradise Prairie Music website	756686
	Mongolian song and music	173540
	Singer website	115134
	Horse head fiddle	57767
	Zol Mongolian song and music	105227
	Song and music in Inner Mongolia	56719
	Mongolian elements	56719
	The steppe's song and music	29196
Traditional Mongolian medical	Mongolian and Tiberen Medicines	18303
	Mongolian medicine in Fuxin	17540
	Top Mongolian medicine	17486
	Mongolian Medicine LC	17304
	Market of Mongolian Medicine	17299

The *Paradise Prairie Music website* has a total of more than 750,000 clicks. This is more than the number of other Mongolian cultural networks but this is generally not really. According to this data, the number of Internet users in our country is growing. Situation of Network Development in China based on the CNNIC's 44th edition, the number of citizens who use the network in our country has reached 8,500,000,000 and the Internet use has reached 61,2 %⁴. According to this data, the number of Internet users in our country is growing. In this fact, users of Mongolian network have been growing. But users of Mongolian Culture social media have been decreasing. There are many problems. Main issue is taking a lot of information from mobile social media. Situation of Network Development in China based on the CNNIC's 44th edition, the number of citizens who use the network in our country has reached 8,470,000,000 and the Internet use has reached 99.1%⁵. Like this, even the new Mongolian social media has activated the mobile network due to the use of computer networks. For example, creating Mongolian cultural transmission through the new social media in Mongolian period using a Mongolian application, and we chat to transmit Mongolian culture, have been inherited Mongolian in the world. But use of new media's as application, Wechat, and website is not enough for Mongolian Cultural Transmission. Furthermore, Wechats for Mongolian song and Mongolian Medical and Medicine we chats are more than we chats for Mongolian Culture.

From long observation, use of these we chats of cultural transmission is not enough, no new content, and it has stopped. Wechat for Mongolian song are more than we chats for Mongolian Medical and Medicine. Mongolian song Wechat has new content and not few clicks for news and new post. Some songs have 10000 clicks. Also, Mongolian medical and Medicine Wechats are more than Mongolian song and have no contents. For example, they are new contents have been published in "Mongolian Medical Hospital in Subei" in March, 2018 and "Traditional Medical Hospital" in December, 2016. Increasing people using mobile network belong to development for uses of application, mobile pay and we chat, it is improving results of cultural transmission such as application, mobile pay and we chat. Judging from recipients' data, Mongolian cultural industry is few. This has connected issues in Mongolian culture.

III. ISSUE OF MONGOLIAN CULTURAL TRANSMISSION IN NEW SOCIAL MEDIAS

The development of new social medias becomes cultural transmission benefit as space and time of Mongolian cultural development. This has many issue of development. These problems have been influenced in cultural transmission as new social Medias and solved truly the issues which have been effecting future Mongolian cultural transmission.

1) The dilemma of traditional culture transmission caused by the increasing audience of the young generation in the new media era

Young listeners as one generation recipients and transmitters are increasing in new social media period. Of course, the main recipients and transmitters of traditional Mongolian culture are the elder people. Reasons for elder people as elder one generation ages, Mongolian urbanization and being fewer of Mongolian cultural recipients, have a bad effect on the traditional Mongolian cultural transmission which young people in new media era have been influenced conscious and unconscious in different culture from many different nations for Mongolian cultural transmission. Based on China's social data, the young people are the majority of people who use social network. Citizens with 10-39 make up 65.2% of all network users and are the main consumers of new social media. From the survey, young people and teenagers make up made up 80.2% 66.5% 75.4% 44.6% of music, games, films, television and literature books such as love story, science and history in social media. Most of young people read literature and do not read only classic novels that are up to 7.6%⁶. From study results of social media's uses among Mongolian students, they send 6 hours a day in the internet and often listen to music, play the game, watch movies, matches, short video and use Wechat. Cultural internet uses named as "like fast food style" for young people are challenge to use of classical cultural heritage and traditional culture. It is important to learn concept how to respect and inherit their own traditional culture for young people in real life.

2) Issue of traditional cultural transmission based on powerful culture effects

The influence of the powerful culture is a main characteristic of cultural transmission's globalization⁷. In the process of Traditional Mongolian culture has been inherited under the powerful cultures of the world, we have many problems which few recipients of Mongolian culture, assimilation with other cultures and disappearance of cultural elements. But development of new social medias is possible for traditional Mongolian cultural transmission. Main transmission in new media social period is increasing young recipients for Mongolian cultural in social media, influencing to young people's concepts for inheriting Mongolian cultural heritages. In particular, it will enhance the traditional cultural value.

In new social media's era, developed countries relies on the advantages of their own cultural transmission, has been promoting their traditional culture to other nations⁸. For example, in the United States, the film and television program, which are the main way of cultural industry, conquers $\frac{3}{4}$ of the whole world, and releases 30000 hours for them annually. American film industry accounts for 6.7% of film Art of the world and television program and show hours accounts for 50% in the world. The strong culture effect is so much in traditional cultural transmission. Traditional Mongolian culture is under invasions of the foreign strong cultures and strong culture of China. For example of cultural transmission for Mongolian song, young people are interest in songs. But few of them do not know Mongolian folk songs. From comparative study on usage of Mongolian song's mobile client as "Ehshig" and Chinese website as "Wang Yi Yan" among universities' students, use of new social website for Mongolian song in Mongolian are less than use of Chinese social media. So do, in cultural relations, different cultures has been influenced and assimilated each others in the history. But Mongolia culture has individual values. So, under the invasion of new transmission of strong culture, we must protect and inherit our own traditional culture.

3) *Issue in the transmission of traditional culture focus on cultural entertainment and market of cultural industry*

Cultural industrial market relies on need of economic development are main approaches for development of cultural industry. In our country, linked to domestic cultural industry and tourism, in the development of cultural and tourism industries has been supported based on market of traditional cultural industry and when it has been promoted by new social medias, we pay attention to sell at current market rates and adhere to principle "following with standard prices for market and store". In marketing process, changing original traditional culture is more and changing main contents have been disturbed cultural central features. It is issue to Mongolian original culture. It has been changed image and features of original traditional culture and can not inherit and protect origin images of traditional culture for future generations. In new social medias' era, people are interested many types of entertainments using internet networks and mobile that is an important need. We present to related studies that most of people using mobile on the internet provide their entertainment need. In this case, National cultural transmissions' content of new media is entertainment and joy so much and many problems have been arisen in traditional cultural transmission. Cultural transmissions with entertainment contents are more than other cultural transmission in cultural transmission. In modern new media's era, reality of traditional Mongolian cultural transmission has done by similar way. For example, Mongolian songs are more creative than others such as Mongolian medical and medicine, Mongolian wrestling, Mongolian rituals, Mongolian language and traditional scripts. New social medias' era, our main issues are how to inherit to the future and protect traditional Mongolian culture using new cultural transmission.

IV. CONCLUSIONS

Traditional Mongolian national culture is one of minorities' cultures' heritages in China. It is main component of Tell Mongolian Stories in the concept as "Tell Chinese Stories". Development of new social Media has been given an opportunity to "Tell Chinese Stories" concept and it is best fortune for traditional Mongolian cultural transmission. Mongols have developed cultural transmission of new social media using lucky period. Judging from cultural transmissions for Mongolian songs and Mongolian medical and medicine, new transmission as social medias are not enough and it is issue in Mongolian cultural development. So, we must understand and know current situation of Mongolian cultural transmission and use opportunity and luck in this time for traditional Mongolian culture.

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