

THE COMMUNICATION EFFECT, EXPRESSION FORM AND DEVELOPMENT OF ONLINE GAMES ON TRADITIONAL CULTURE

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ABSTRACT

As the ninth art, video games have long been the field that major network information companies compete to get involved in. Apple, Microsoft, SONY and other enterprises continue to increase their investment in the game industry, and the development potential of the game industry is still expanding. China's game industry has also been exporting excellent game works to the world in recent years. This paper will analyze the influence of games on the dissemination of traditional culture through the literature review method and the expression forms of traditional Chinese culture in online games.

Keywords: Online games, Traditional culture, Empathy, Emotional resonance

INTRODUCTION

Online games have become an indispensable part of today's society, attracting hundreds of millions of players. However, games are no longer just a form of entertainment, they are also a potentially influential medium (Yu Gumming & Su Jianwei, 2023). Games not only shape a player's entertainment experience, but also their perceptions, attitudes, and values. Various traditional cultural elements attached to the game content have achieved obvious communication results with the development of the game industry.

In recent years, Chinese games "going abroad" has become a widely concerned cross-cultural communication phenomenon. On the one hand, affected by China's policy adjustment factors, game enterprises have a strong desire to "go out". Some researchers called 2018 the "first year of going to sea" for China mobile games, and the "Top 50 Chinese Global Brands 2022" list released by Kantar and Google shows that domestic game brands occupy 11 of the 50 most popular Chinese brands among overseas consumers.

A new report released by game industry data platform new zoo (2022) shows that the number of global gamers will reach 3.2 billion in 2022, an increase of 4%. At the same time, the total revenue of the global game industry reached \$183 billion, and the total revenue of the mobile game market reached \$92 billion. According to the report on China's Game Industry in 2022 released by the Game Working

Committee of the China Audio and Digital Association, the revenue of China's game market in 2022 is 265.884 billion yuan, and the number of game users is 664 million (Song Yuchen, 2023; Li Jingxuan, Xu Ping, 2023). According to a new report from Global Data (2022), the global games market will reach \$470 billion by 2030.

Under the premise of such a hot game market, the game industry has surpassed the entertainment industry such as movies and music and become a huge commercial market. Great games are watched by players from all over the world and can have a huge impact on the audience. In particular, games with featured content have become a hot topic of discussion among the player community on social media. Many game makers and publishers have come to realize that games can be used to communicate specific points of view, values, and embedded ideologies.

Games are one of the most primitive, essential and universal forms of human communication (Zong Yixiang, 2024). Stephenson, an American communication scholar, once integrated the game behavior of human beings with the communication behavior and created the first theory of communication game. Dutch scholar Heizinga mentioned in his book "Game Man" in the field of games that games are older than culture, and human civilization is not only born in games, but also a game itself. In addition, Heizinga examines the spirit, components and performance of games in social phenomena such as language, myth, law, war, poetry, music and sports (Johan Heizinga, 2007). Heizinga's research results provided two different research directions for later researchers, one is the rule theory of games, and the other is the experience theory of games. These two paths obviously challenged the communication information theory with cybernetics as the core at that time, and also provided inspiration for later communication research. The representatives of rule theory include Wittgenstein's linguistic game theory, Goffman's frame theory, Bourdieu's field theory, etc. Although their research fields and theoretical orientation are different, they all pay attention to the allocation and use of analysis rules and resources. The representatives of the experiential school include Simmel, Stephenson, Roland Barthe, Fiske and others, who emphasize human subjectivity and agency, and exclude absolute objectivity and utility in personality. Compared with the rule theory, the experience theory of games is the most prominent theory of communication effect. Therefore, this study focuses more on the analysis of players' experience.

OBJECTIVE

Through the analysis of online game players, I want to understand the impact of online games on players. It mainly includes the following two contents.

1. Find out if online game players make a clear distinction between content with cultural connotations in games.
2. Whether players' own cultural perceptions affect their acceptance of content from other cultures.

METHODOLOGY

Since the object of the study is game players, a questionnaire survey is chosen for sample collection. In order to ensure the accuracy of data, samples were collected in various ways. The questionnaires completed so far are mainly published on social media. So, the current data is only for gamers on the network.

1. Research methods

Since the object of the study is game players, a questionnaire survey is chosen for sample collection. In order to ensure the accuracy of data, samples were collected in various ways. The questionnaires completed so far are mainly published on social media. So, the current data is only for gamers who are active online.

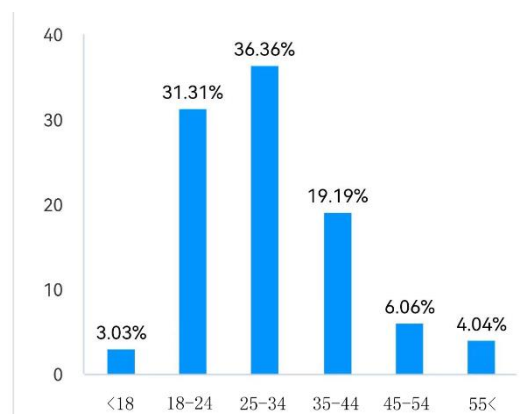
2. Research process

In order to comprehensively obtain the communication effect of game content on the Internet, 106 questionnaires of users of different ages were sent to Internet users and collected in the first stage of this study. After 7 invalid questionnaires were deleted, 99 valid samples were obtained, and the questionnaire recovery efficiency was 93.4%.

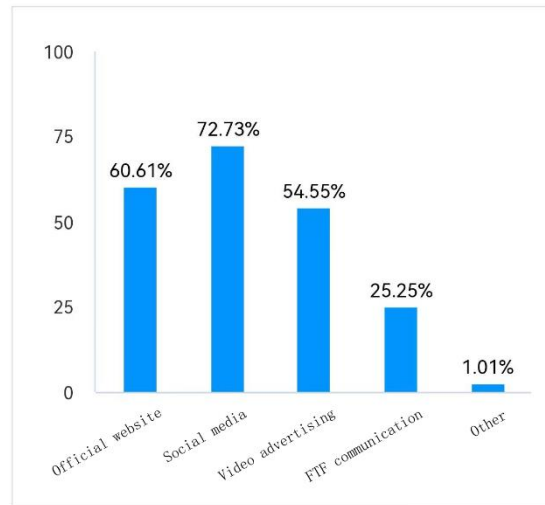
By sorting out the samples, we can initially understand the identity of the game players. Based on this, we can find out how these players feel about the inclusion of traditional culture in games.

3. Composition of samples

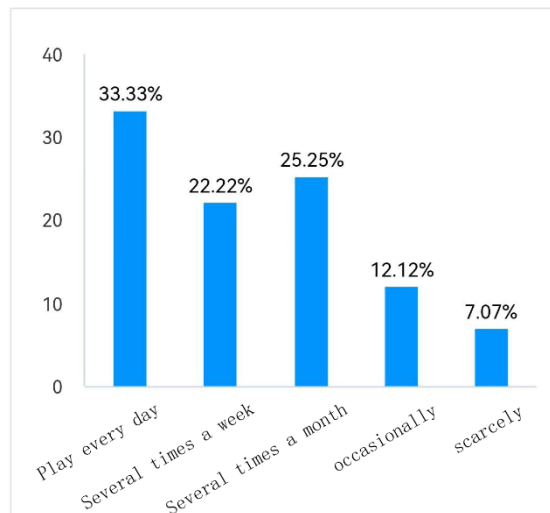
Figure 1 Age distribution of online game players



It can be seen from the data that the age of game players in the sample is mainly distributed between 18 and 34 years old, mainly teenagers. Because China has strict time limits for minors, children are prohibited from using mobile phones or computers to try to log in to games during school. As a result, the number of Chinese online game players younger than 18 is very small. Similarly, middle-aged users over the age of 45 tend to be more conservative and do not try online games.

Figure 2 Information acquisition platform for online game players

On the other hand, it is the channels through which different players in the sample get online game consultation. According to the data, social media platforms maintain the highest information dissemination efficiency and become an important channel for the vast majority of players to obtain game information. Second, official game websites and video ads are also key channels to get information about the game. Face-to-face communication accounts for only 25 percent.

Figure 3 How often online game players play.

In addition, the vast majority of sample players are involved in the game, which can better reflect the impact of game content on players.

CONCLUSION AND FUTURE WORK

The content of this study mainly focuses on the user experience, and there are still great deficiencies in the study of game communication effect. In terms of data analysis, only online game players on social media were sampled, which was based on a single sample. In the future, the number of questionnaires will be increased, and face-to-face interviews will be adopted for communication.

Secondly, the theoretical research on games is still a little insufficient. As a kind of communication media, games themselves have a variety of properties of fusion media. This has also led to games as a medium becoming the focus of major Internet companies. In the past five years, the overseas development of Chinese online games has made great progress. Among them, Internet companies Tencent, game companies NetEase and Mihoyo as the main representatives of the overseas enterprises have become the main force to promote Chinese games to the world. These companies are using different growth strategies and different ways to promote the global expansion of the Chinese game market. As a result, the global game market will become more and more competitive in the future. The best games will be able to dominate the export of culture to the outside world, just like mihoyo.

Therefore, the huge potential of the game field needs to spend more energy into it and provide theoretical support for it. This will not only help the game industry better establish itself in society, but also provide a foundation for the development of the medium in the future.

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