

Clothing Communication of the Typical Costume of Han Nationality in Modern Times

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Received: 31 October 2020

Accepted: 18 December 2020

Published: 31 December 2020

ABSTRACT

The typical dress of modern Han nationality is a part of Chinese traditional culture. In ancient times, this kind of dress was popular among the public at that time. However, with the development of time and people's ideas, the typical dress of modern Han nationality has gradually disappeared in everyone's eyes. People put on modern clothing for social communication, which illustrates the traditional culture of modern Han nationality's typical dress. If this situation is not reversed, it will inevitably lead to the defects of Chinese culture. Therefore, in a modern society, we must adopt relevant methods to realize the effective dissemination of modern Han nationality's typical costume. This paper discusses the significance and characteristics of modern Han nationality's typical clothing communication by analysing the development status of the clothing communication, and then putting forward the main points of clothing communication, communication methods, and precautions.

Keywords: *Typical costume; Han nationality; traditional culture; clothing communication; modern times*



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INTRODUCTION

Culture is the treasure of every country, and any loss of it will be heart breaking, which is the same for China. In the historical development of China, there have been a lot of phenomena of traditional culture passing away. Therefore, modern people attach great importance to cultural protection, and modern Chinese clothing is one of the key protection objects. The significance of this study lies in the dissemination of modern Chinese clothing, in which the purpose is to protect the relevant traditional culture. The typical costume of modern Han nationality originates from the "Han suit" of pre-Qin period in China. After a series of improvements, it began to spread in modern society. Although there are some differences between the modern Han nationality's typical clothing and the ancient Han nationality's clothing, there are still many characteristics of the ancient Han nationality's clothing. Thus, it has the function of spreading the traditional culture and is also the representative form of the traditional culture. However, the modern communication of the typical dress of Han nationality in modern times is not good. Most people only know that the dress exists, but they don't know about it and don't attach too much importance to it. As a result, the clothing has a narrow audience in modern times, and has encountered a communication bottleneck. Therefore, in order to protect the traditional culture, it is necessary to study the dissemination of modern Han typical clothing.

CLOTHING COMMUNICATION

Communication Significance and Characteristics of the Typical Dress of Han Nationality

The Chinese fashion design enterprises help design and disseminate information with regards to the Chinese characteristics of clothing. The modern Chinese clothing can be one of the manifestations of Chinese traditional culture. The dissemination of the typical costume of the Han nationality in modern times has two great meanings, which are to protect the traditional culture and establish the unique Chinese aesthetics. The specific contents are as follows.

(1) Protecting Traditional Culture

Culture is a symbol of a nation's independence (Chen, 2012). If a nation loses its own culture, it is equivalent to having no root, and will eventually disappear or become the vassal of others (Jia & Guo, 2019). The importance of culture can be seen, whereby any form of cultural elapse should be managed. Culture should also be protected, which is also applicable to the level of typical costume of modern Han nationality in China. As an ancient product, its form, aesthetic feeling and other aspects do have some differences with modern people's aesthetic view (Lei, 2020). Therefore, the clothing has appeared a phenomenon of cultural decline in a long time, which should be protected. Through the dissemination, modern people can once again see the typical clothing of modern Han nationality and have a profound understanding of it. On the contrary, the culture that is easy to be forgotten has become something everywhere in the social environment, so that the culture it represents will not disappear and can gradually develop (Cai, 2019). This shows that the dissemination of the typical clothing of modern Han nationality has great significance in protecting traditional culture (So-Mui & Mead, 2000).

(2) Establishing Chinese Unique Aesthetics

Aesthetics represents people's ability to understand "beauty" (Gao, 2020). If people can understand the "beauty" of something, they will get a good experience from it, internalize it in their hearts, and cultivate their own internal (Gupta, 2009). However, the communication of the typical clothing of the Han nationality in modern times has been repeatedly frustrating (Cheng, 2015). The reason lies in the aesthetic confusion of the public (Dai, 2018). Under the condition that many countries in the world actively export their own culture to other countries, the mass groups can only understand and feel some of the normal "beauty" of modernization, it is urgent to establish Chinese aesthetics in the internal development of our country (Liu, 2019). At this time, it is necessary to break the bottleneck of the communication status of the Han typical clothing in modern times, let the clothing spread widely in modern society, and urge the public to appreciate the clothing. Furthermore, it can also achieve the goal of establishing China's unique aesthetic, and reverse some people's distorted aesthetic view, which has practical significance (Wei, Ma & He, 2018).

Features of the Modern Han Ethnic Costume

According to the example, the typical dress of Han nationality in modern times has three characteristics. First, the dress consists of two parts, inside and outside, which are loose as a whole and fixed with a belt (Liu & Liu, 2014). From the perspective of appearance, this kind of clothing can generally reflect elegance, naturality and elegance, and elegance after wearing. Second, the colour and colour matching of the two parts of the dress are relatively consistent (He, 2013). As can be seen from the example, all the colours of the inside and outside parts in the picture are light colours, and the colours are almost the same. Therefore, the internal and external collocations will not give people a sense of disobedience with a natural feeling. Third, the dress is composed of a long skirt and trousers (Ye, 2012). This design is a unique feature of the ancient Han's clothing, which has been preserved in the typical clothing of modern Han nationality. This design has also created the typical costume of modern Han nationality that has a unique aesthetic feeling, which is different from the modern dress (Zhu, 2015).



Figure 1: A Typical Dress of Han nationality in Modern Times

Current Situation Characteristics

At present, the typical clothing of Han nationality in the modern society has four main characteristics, namely, having a small number of enthusiastic groups, generally ignored, weak communication in support foundation, and relatively traditional communication mode.

(1) A Small Number of Enthusiastic Groups

In fact, the spread of modern Han nationality's typical dress has never stopped in modern times, which also makes a small part of the social mass groups feel the beauty of the clothing, and start to wear it as a daily wear, which shows that this small part of the group is keener on the modern Han's typical clothing. At the same time, because the group loves the same things, it has formed a cultural circle in a relatively short period of time, which makes the typical clothing of modern Han nationality spread in this circle. However, there is a large gap between the cultural circle and the outside world, and a few "new people" enter the circle. Therefore, the typical clothing of modern Han nationality has only a small number of enthusiastic groups (Harris et al., 2010). In addition, it is worth mentioning that a small number of groups have a strong love for the typical costume of the Han nationality in modern times, which also makes the spread of the costume to have some new changes. For example, the popular culture of "Hanfu out of the street" in recent years is actually a way of cultural communication of the typical clothing of the Han nationality in modern times, which has indeed played a certain dissemination effect.

(2) Han's Typical Clothing Has Always Been Ignored

Because there are some differences between the aesthetic expression of modern Han nationality's typical clothing and modern people's aesthetic view, the existence of the clothing can only be known to the public at most in the process of communication. However, it is difficult to make the public deeply impressed by the clothing, and they will not take it as a daily wear (except for a small number of enthusiastic groups). This phenomenon shows that the typical dress of Han nationality in modern times is generally ignored (Li, Wu & Zheng, 2020). In fact, in a survey on the dissemination of Han's typical costume in Zheng Zhou, there were 213 young people who answered the research questionnaire, and it was found that more than 70% of the

people in the survey knew about Han's typical clothing. However, they could not accept the design of the long and wide skirts and trousers, especially for men. In their aesthetic view, they thought that men must wear pants as it is difficult to accept skirts and trousers. Therefore, they did not attach the importance to the typical clothing of modern Han nationality. Similarly, some women also thought that the wearing process of the typical clothing of Han nationality in modern times is more complicated and it is not convenient as compared to modern clothing.

(3) Weak Foundation in Communication Support

The dissemination of anything needs a solid foundation, otherwise, the effectiveness of communication will be affected, and this foundation generally refers to material resources, which is also the same for the communication of modern Han nationality's typical clothing (Miller, 2018). However, according to the present situation of the communication and development of the typical costume of Han nationality in modern times, the foundation of the communication support is relatively weak, and the weak point is reflected in the material resources. Firstly, most of the modern communication activities of the typical clothing of Han nationality are organized by enthusiastic groups, which are a typical folk independent activity. The funds for such activities are all from the enthusiastic groups, so the funds are paid, and at the same time, the number of enthusiastic groups is relatively small and scattered, which makes the communication human resources relatively weak. Secondly, the communication of the typical clothing of Han nationality in modern times has never tried to seek "sponsorship", but in most cases, relevant organizations will refuse to consider the interests, which makes the material basis of clothing communication cannot be filled and is always in a weak state.

(4) The Mode of Communication is Relatively Traditional

Under the influence and restriction of various factors, the modern transmission mode of typical clothing of Han nationality in modern times is more traditional. There are two common ways: one is to organize offline activities, to attract the audience to watch by issuing leaflets and placing posters, and the performers perform songs and dances in the typical costume of modern Han nationality, trying to make the audience feel through this way. Secondly, as mentioned above, the culture of "Hanfu out of the street"

makes the enthusiastic groups go out in the typical clothes of modern Han nationality. Because the number of such costume is rare, they are very conspicuous after going out, which can attract the public's attention and realize the purpose of communication. These two ways of communication do play a certain role, but the effectiveness is relatively weak. The actual effect does not meet the expectations, in which it is difficult to play a role in reversing the current situation of the typical clothing of Han nationality in modern times. It can be seen from the current situation that the dissemination of modern Hanfu is not good. If we do not step up the protection, it will inevitably lead to the loss of culture again, so it is of great significance to speed up the dissemination.

Based on the above four characteristics, we can see that the communication status of the typical clothing of Han nationality in modern times is not good, and it is in a "no go" state as a whole. A small number of enthusiastic groups have guaranteed the lower limit, but the communication work is difficult to achieve further communication. This shows that the development of communication of modern Han nationality's typical clothing has encountered bottleneck and needs to be addressed. It is worth noting that, according to past experiences, if the dissemination of anything is always kept at a low level, it will fall back if it cannot break through the bottleneck after a period of time. Therefore, the typical clothing of modern Han nationality still has the crisis of passing away. It is urgent to break through the existing bottleneck, so people from all walks of life should pay attention to it.

MODERN COMMUNICATION OF TYPICAL CLOTHING OF HAN NATIONALITY

In order to overcome the bottleneck of the communication for the typical clothing of Han nationality in modern times, it is necessary to grasp the key points and avoid the blind development of communication work. Therefore, it is necessary to carry out relevant analysis and establish the direction for the follow-up communication method research. The specific contents are as follows.

Actively Integrate with Modern Elements and Pay Attention to Aesthetic Guidance

It is necessary to make the aesthetic view of the public fit with the aesthetic feeling of clothing. At this time, the typical clothing of modern Han nationality should be actively integrated with modern elements. With the help of modern elements, it can attract the attention of the public and make it easy for the public to understand the beauty of clothing, and then the aesthetic feeling of clothing should be understood by the public. On the basis of a certain understanding, through the way of aesthetic guidance, the public's attention will be drawn to the typical costume of Han nationality in modern times. In this way, the purpose can be achieved and the communication and development of the typical clothing of the modern Han nationality will continue to move forward. Generally speaking, because there are some differences between the aesthetic experience and the aesthetic experience of modern Han nationality's typical clothing in the communication status quo of modern Han nationality's typical clothing, and the modern people's aesthetic view is concentrated on the modern clothing, so the direct dissemination of the typical clothing of the modern Han nationality will lead to the phenomenon that the aesthetic view and the clothing body feel do not fit each other. Modern elements can play a transitional role in the transformation of aesthetic concept. It can introduce the typical clothing of modern Han nationality to the public from the simple to the deep. Therefore, it can play a good communication effect, avoid the direct collision between the modern Han nationality typical clothing and modern people's aesthetic view, and then spread it through a flexible way. It can promote further development of the dissemination of modern Han nationality's typical clothing.

The Government Should Organize Efforts to Consolidate the Material Foundation

In modern times, the dissemination of typical costume of Han nationality also needs to be supported by material basis, which is the necessary condition to achieve the purpose of communication development. However, it is very difficult to build a good material foundation by relying on a small number of enthusiastic groups. Therefore, clothing communication must be injected by external resources. Under this condition, the relevant government organizations have the responsibility to protect the traditional

culture of modern Han nationality's typical costume. Therefore, they should make efforts in the clothing communication, at least to consolidate the material basis of the clothing communication, guide the external resources to the communication work flow of the modern Han nationality's typical clothing, and at the same time, help the communication organization of the modern Han nationality's typical clothing obtain with the help of the organizational influence. Some social resources can facilitate the development of communication work and spread more effectively in a larger scope. It is worth noting that when the government organizations contribute to the dissemination of modern Chinese typical costumes, two issues must be considered: first, how to inject external resources into the dissemination of modern Han nationality's typical costumes, we must inject a "reason" into the external resources, otherwise, the external resources cannot be injected into the communication work without any reason; second, how to protect the external resources; if this relationship does not exist, the government organization must support the communication work for a long time, which will cause a great burden to the government organization itself. After these two problems are solved, we can further develop the dissemination of modern Han nationality's typical clothing.

Innovate Communication Channels and Expand Communication Scope

In reality, the communication mode of the typical clothing of the Han nationality in modern times is relatively traditional. Although it has played a certain role in communication, the effect is not obvious and does not meet the expectations of the work. Therefore, the communication work can not completely rely on the existing way or channel for transmission, and the channel should be innovated to expand the scope of communication. Communication channels generally refer to media. According to the development of modern media industry, there are many new media with good compatibility and communication area. Therefore, these new media can be used as the innovation points of modern Han nationality's typical clothing communication channels. The communication work can be carried out with the help of these media combined with traditional ways, so that the scope of communication can be directly expanded. At the same time, because of the differences in the audience groups of different new media, the expansion of this way of communication is not only the quantitative expansion, but also the expansion of the types of audience groups. This

expansion effect is undoubtedly more effective, and even can form the independent communication effect among the audience groups, which has a huge role in promoting the development of modern Han nationality's typical clothing communication.

Focus on Cultural Communication and Promote the Development of Cultural Circles

Under the above three points, the communication environment of modern Han nationality's typical dress will become more perfect. However, in order to ensure the full spread of clothing in the new environment, we should not only "make an article" on the modern Han nationality's typical clothing itself, but also focus on the connotation culture of modern Han nationality's typical clothing, change people's ideas and gradually accept culture with the help of culture. The acceptance culture means that people can accept the typical dress of modern Han nationality, which makes more and more people start to inject into the existing cultural circle of modern Chinese typical costume, or pay attention to the cultural circle, so that the cultural circle begins to develop. According to the effect of cultural circle, when a cultural circle reaches a certain level, it will occupy the mainstream cultural status in the social environment and influence the cultural atmosphere of the social environment. The ethos can change people's internal, and gradually begin to love culture and representative things in culture. Therefore, the typical dress of modern Han nationality is regarded as the representative of traditional culture. Things, under the effect of cultural circle, can better spread and benefit from it.

Combined with the communication points of the typical clothing of Han nationality in modern times, the direction of communication development has been clear, but to achieve the purpose of communication development, we need to establish relevant methods, and at the same time, there are some matters needing attention in the communication. Therefore, the following will analyse the broadcast methods and precautions of the typical costume of Han nationality in modern times.

COMMUNICATION METHODS

The Transformation of Typical Dress Styles of Han Nationality in Modern Times

On the key points of "actively integrating with modern elements and paying attention to aesthetic guidance", the most intuitive way to integrate modern and modern Han's ethnic costume with modern elements is to transform the clothing styles. That is to say, the common people's attention is the typical dress of modern Han nationality. If they can't feel the beauty through the dress itself, or if they think that there is something they can't accept, they will lose interest in the typical dress of modern Han nationality. But if they can feel the beauty directly through the dress itself, or they don't find the dress is themselves, if you can't accept it, you may have an interest in clothing. Then, with the promotion of interest, we will explore the connotation of clothing and related culture, which is the aesthetic thinking rule of most people. Under this rule, the typical dress of modern Han nationality should directly transform its own style. Instead of sticking to the traditional style, we need to think about how to make the ordinary people accept the clothing, and then let them start to pay attention to the problem of the typical clothing of modern Han nationality through aesthetic guidance. At the same time, the modern elements in the style transformation can arouse people's attention. It is worth mentioning that the transformation of the style of the typical dress of the Han nationality in modern times also represents the innovation of the clothing modernization. This innovation makes the clothing have more forms and the spread area can be expanded in disguise. It can be seen that the path also has multiple application values.

Strengthen the Introduction of External Resources

As mentioned above, government organizations contribute to consolidate the material foundation. How to reasonably introduce the external resources better and faster into the dissemination of the typical clothing of the Han nationality in modern times is a problem that the government must consider. In order to solve this problem, government organizations should actively analyse the resource needs of modern Han nationality's typical clothing communication development, and then according to the current situation, analyse what needs they can meet for the development of communication, and according to the analysis results, the relevant resources within the scope

should be scheduled to achieve resource introduction. At the same time, it is necessary for the government to actively protect the mutual benefit between the two groups in order to achieve the mutual benefit between the two groups. It is worth noting that in similar cases, there are many forms of relationship between communication workers or groups and external resource owners. These forms have some influence on the introduction of resources, so we must choose carefully. There are two common forms of relationship: one is "partnership", which is mostly based on the complete unity of the goals of both sides. The external resource owners give resources to the communicators by means of achieving their goals, and then achieve common benefits through the work of communicators. The establishment of this kind of relationship is relatively easy, but the defect lies in instability, that is, although the goals of both sides are completely unified, there are stage differences. The purpose stage of external resource owners is usually relatively low. Once the purpose is achieved, the resource supply may be stopped. However, this relationship has no binding capacity and can be stopped at any time, so it is relatively unstable. Secondly, the cooperative relationship is mostly based on the fact that the goals of both parties are not unified, but relatively consistent, that is, the assumption is not if each one takes what he needs, he will need simultaneous interpreting of the brand information of the owner of the resources. But the outside resource owners must give the resources of the communication workers. It can be seen that on this level, the two sides are mutually beneficial and take what they need, and their advantages and disadvantages are opposite to that of the "partner" relationship. Once established, it tends to be stable, but it is difficult to establish.

Live New Media Channels

The new media mentioned above refers to new media. Because it is based on the network, it has shown a rapid development trend in a relatively short time with the help of the network environment. The development has already had a good audience base and has been widely used in information dissemination and other activities. At the same time, the biggest feature of new media is its compatibility. Basically, any information can be released on the new media, and can be paid attention by users. It can be said that new media is all inclusive. On this basis, the wide range of audience area and strong compatibility of new media can meet the needs of modern Han's typical clothing communication, and can effectively help the modern Han

nationality to break through the existing bottleneck, contact with more people through the network, disseminate relevant information to them, spread the charm of clothing culture, and promote the further development of clothing communication. It is worth noting that when the modern Han nationality's typical clothing begins to spread through the new media channels, it is necessary to design a diversified communication scheme. If only the new media related to the modern Han nationality's typical clothing is found for communication, the people who are contacted in most cases are people in the original cultural circle. Therefore, some people who have not tried before should be considered in the communication. Only by using these new media flexibly can the new media realize the purpose of communication and development, and protect the typical clothing culture of modern Han nationality.

Selection of Cultural Communication Mode

According to the above (3.4, focusing on cultural communication and promoting the development of cultural circle), in order to make the cultural circle develop, we should not only spread the typical clothing of modern and modern Han nationality, but also focus on the culture represented by the clothing. There are many ways of cultural communication, some of which are not suitable for the transmission of modern Han's typical clothing culture, but some are more suitable. Therefore, in the process of cultural communication, we should carefully select the cultural communication mode, so as to avoid the problem of weak communication effectiveness due to the deviation of communication mode. Taking two common ways of cultural communication as an example, one is to communicate with the public through various means of publicity and to convey cultural information to the public through publicity, so that the public can understand culture and play the purpose of cultural communication; the second is the cultural theme, that is, it does not actively contact with the public, but rather with the public. Through passive display of some cultural themes to the public, the public can attract the attention of the public, and then perceive the cultural atmosphere through the social mass's own thinking, and gradually generate interest in understanding the cultural background. Over time, the public will have a certain understanding of culture. Generally speaking, the above two ways are more suitable for the cultural communication of modern Han's typical clothing. Because the cultural display of this way is more intuitive and easier to understand by the public,

but the cultural publicity is more common, and the cultural display is not as intuitive as the former, so the effect of cultural communication is not good and the development impetus is relatively low.

Increase Communication Efforts in Conjunction with Cultural Events

China is a vast country, and in many regions, tourist attractions have cultural events to help visitors understand the culture of the people. Adding Han clothing to these cultural events can make them more visually appealing and help spread Han clothing. For example, making Han clothing or clothing accessories as an experience, allowing visitors to make them for themselves and their families, or taking photos or videos of themselves wearing Han clothing, showing their understanding of the Han clothing style, is also in line with modern consumers' travel habits. However, it should be noted that it is important not to design and play blindly, but rather to transmit the characteristics and culture of Han's costume to the participants during the activity, so that the cultural history of Han's costume can be effectively disseminated.

Digital Museum Development

With the development of technology, the digital construction of costume museums has become an emerging trend. By using panoramic cameras to take comprehensive multi-dimensional pictures and then postprocessing, a 3D realistic digital museum can be obtained, allowing the audience to have an immersive experience. Through virtual reality and 3D panoramic video, geographically limited museum resources can be widely disseminated and people can see the details and descriptions of traditional Han costumes on their mobile phones or computers, enhancing their sense of participation and helping to preserve the exhibits in the museum. Simultaneously, texts and images can also be uploaded to the digital museum website, making it easier for the public to gain a more intuitive and convenient understanding of the comprehensive knowledge of traditional culture.

Communication Precautions

(1) Notice of modern design of typical costume of Han nationality in modern times.

In modern times, the transformation of typical dress styles of Han nationality is to carry out innovative design of clothing styles, and some modern elements should be integrated into the design process, which is really effective. However, it is worth noting that in the past, many people wanted to spread clothing through style transformation, and too many modern elements were integrated into the design, which made the style of the typical costume of modern Han nationality appear to be upside down after transformation. Clothing no longer has the characteristics of Han nationality, but is more like modern clothing. This phenomenon leads to people can't make it present when they see the transformed clothing. With the connection of the typical dress styles of Han nationality, it is impossible to realize the aesthetic feeling from the transformation of the clothing. Therefore, no matter how much modern Chinese clothing design should be integrated into the modern design, we must pay attention to the transformation of modern Chinese clothing. For example, the embroidery technique can be used to integrate some modern style patterns into the typical costume of Han nationality in modern times. This is one of the desirable means in the clothing design and transformation. However, we cannot change the long skirt and trousers design of the clothing. As a result, the typical clothing of the modern Han nationality has lost its unique characteristics, which causes the above problems. This kind of design and transformation method is not desirable.

(2) Building a good cooperative relationship

If the cooperative relationship is chosen in the communication of the typical dress of Han nationality in modern times, government organizations should take the lead to let the communicators build a good cooperative relationship with the external resource owners. The so-called good cooperative relationship must have three characteristics: first, the purpose of both parties can be achieved in each other's activities, that is, the activities of external resource owners can make the material foundation of modern Han nationality's typical clothing communication become more solid, and the activities of communicators can realize the purpose of brand building of

external resource owners; second, both sides of cooperation should be integrated into each other, namely, transmission broadcasters and external resource owners must regard each other as long-term cooperation objects, in which the former should become a part of the latter's brand building and operation and maintenance, and the latter should also become an important channel for the former's material resources; thirdly, both sides of the cooperation can carry out activities in accordance with the norms, that is, in many cooperation cases, if the behaviour of any one of the partners is not standardized, it will affect the If the benefit or image of the other party is concerned, the other party will inevitably make difficulties to it, and eventually lead to the collapse of the cooperative relationship. Therefore, the mutual behaviour between the communicator and the external resource owner must meet the requirements of the norms, so as to maintain a good relationship. Under this condition, the government organization, as the leader of the cooperative relationship, should play its own organizational guidance and standardized management functions. It should lead the modern Han nationality's typical clothing disseminator to find the external resource owner with the purpose to cooperate with each other. At the same time, the behaviour of both parties after the establishment of the cooperation relationship should be regulated, and the behaviour of both sides should be restricted to make the cooperative relationship long and remain stable.

(3) Design new media content

New media is certainly an important push and channel for the communication and development of modern Han nationality's typical costumes. However, in order to ensure the effective dissemination of clothing information in various new media, we must pay attention to the re design of media content, which is also a matter needing attention in the development of modern Han nationality's typical clothing. The main principle of new media content design is to "fit in with the needs of the audience". According to this principle, when designing the new media content, the disseminators of the typical clothing of the modern Han nationality should communicate with the new media operators to understand the needs of the new media audience groups, and then carry out the content design according to the needs, so as to highlight the characteristics of the modern Han nationality's typical clothing. At the same time to meet the needs of the audience. If a new media audience group likes entertainment information, some interesting historical events related to the typical

costumes of modern Han nationality can be used as the theme in the design of new media content, which not only plays the role of disseminating the typical clothing of modern Han nationality, but also meets the needs of the audience, so that the clothing can be effectively spread. In addition, the content design of new media should be controlled according to the purpose. For example, some modern Han nationality's typical clothing communicators hope to develop the user compound value through other people's new media, and let the audience pay attention to the new media created by themselves. At this time, some elements with "drainage" function should be added in the content design, which is also the matters needing attention in the content design of new media.

(4) Cultural theme innovation

In the selection of cultural communication mode, it is suggested to choose the cultural theme publicity mode, and whether the mode can attract the attention of the public depends on whether the theme is novel. At this time, we should pay attention to the innovation of cultural theme in thematic publicity. Cultural theme innovation is similar to the modern design of modern Han nationality's typical clothing. Some modern elements should be integrated to achieve the goal, but there are some differences between the two in using modern elements. The modern elements commonly used in the theme innovation of modern Han nationality's typical clothing culture can be divided into two categories: one is the theme display form, in addition to the traditional theme display forms such as sculpture and theme business district, but also can be displayed with the help of advanced technology such as multimedia projection technology. Using this kind of technology, high-rise buildings in the city can be used as a curtain for projection to users. It brings strong visual impact, at the same time, it can also dynamically experience the aesthetic feeling of modern Han nationality's typical costumes, which makes the culture spread effectively. Secondly, the theme content can combine the modern Han nationality's typical clothing with the modern clothing, and form some unique pictures to spread, such as combining the people wearing the modern Han nationality's typical clothing with the people wearing the modern clothing. Together, let the two "shake hands", so as to reflect the common nature of traditional culture and modern culture, in order to achieve the purpose of traditional culture communication.

CONCLUSION

In conclusion, this paper analyses the communication of modern Han nationality's typical clothing, expounds the significance and characteristics of modern Han nationality's typical clothing communication, the development status of the clothing communication, clothing communication points, communication methods and matters needing attention. It can be seen that, as one of the representative forms of modern Chinese culture, it is of great significance to establish and protect the traditional Chinese culture. However, the status quo shows that the communication performance of modern Han nationality's typical clothing is not good and needs to be improved. Therefore, this paper analyses the communication points of the clothing, establishes the communication direction, and puts forward the communication methods according to the communication direction. According to the relevant methods, it can help the communication of modern Han nationality typical clothing break through the existing bottleneck, contact more people, and obtain more people's love. At the same time, the paper also discusses the matters needing attention in the development of communication. When these matters are properly handled, the effectiveness of the relevant communication methods can be brought into full play, which is the key to achieve the communication purpose of the typical clothing of Han nationality in modern times.

ACKNOWLEDGMENT

The authors would like to thank all who helped in the research project and also appreciate the kind assistance from the reviewers and InnoSTRE Special Conference 2020 teams.

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