Reflection and Exploration on Museum Propaganda and Education from the Perspective of Internet

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Abstract: Under the current circumstances, museums can use new resources such as WeChat and microblog to promote various daily activities. Compared with the traditional propaganda and education model, the new method based on the Internet has many obvious advantages. It can be seen that museums are now facing new opportunities in the development of mission work. Therefore, in order to simplify the mission process of museums and improve their impact, it is necessary to integrate Internet tools closely.

Keywords: Internet Perspective; The Museum; Propaganda and Education; Reflection to Explore

1. Introduction

Today, the Internet has penetrated into every aspect of people's daily life and become an important means of communication. Trust in new media such as the WeChat and microblog is rising sharply. The development of the Internet has broken the traditional model, the Internet makes it possible for people to transmit and receive information anytime and anywhere, and expands the space and opportunities for people to receive information. At the same time, in the development trend of the Internet, how to seize the development opportunities and face new challenges has become an important research topic in the field of museum propaganda and education.

2. The development of museum propaganda and education under the influence of the Internet

When it comes to museums, people often have a formal feeling. This is because museums are at a distance from people's lives, and many museum employees may be asked to explain their exhibits when they are on an educational mission. One can only follow in his footsteps and have a certain understanding of the exhibits. According to this traditional model of propaganda and education, one of the drawbacks is the lack of communication and interaction between the lecturers and ordinary citizens. With the development of information technology and society, the museum's main propaganda and education target is many youth groups. At present, the traditional methods of propaganda and education may not be of interest to young people, so the effectiveness of propaganda and education has not been effectively improved. If the problem is to be solved, museum staff must proceed with the Internet model as planned and use it to improve the propaganda and education model. In this way, the work enthusiasm of the staff is further stimulated, and the knowledge of publicity and education is supplemented. Meanwhile, these young people have supplemented their knowledge of literature through the Internet.

Currently, most museums create social platforms (such as public WeChat and Twitter accounts) to promote their propaganda and education knowledge. It matches the way people communicate with, exchange and seek information today, and people read much more about Publicity and education knowledge. At the same time, in recent years, the number of people using new media has been increasing year by year. More and more people are using new media platforms (such as WeChat official account) to learn more information about the museum publicity, and use this information to learn about the exhibits they want to know. In addition, in the public comments section, you can see some comments or suggestions about the development of

the museum. Guangdong has about 335 museums, most of which have been updated as digital museums. The digital museum allows ordinary people to receive the dynamic information of the museum and display the information they need to know through the online platform. In this way, the Internet can be closely integrated with museums. It makes the propaganda work more convenient and more accurate, and the information in the archives of the museum can be spread more quickly and widely through the Internet channel, thus further promoting the popularity and influence of the museum [1].

3. Measures for museum propaganda and education from the perspective of Internet

3.1 Create an interesting publicity and education working atmosphere

Museums themselves have important social characteristics and occupy an important position in the social education system. According to this premise, there is an inherent relationship between the museum and the audience. Therefore, it is necessary to integrate the real needs of the audience into the current museum propaganda and education tasks. However, it is difficult for the audience to be attracted by the propaganda and education work, because some museums are limited to simply explaining the propaganda and education from the current exhibits. Museums need to focus more on eliminating these root causes, which means they need to strengthen interesting daily tasks and educational activities. At the same time, an interesting public communication platform can be created through information technology. For example, if you want to promote the existing collection of paper-cut, then the museum can use new media to easily insert the paper-cut collection that is intuitive and can give the audience a relatively deep impression [2].

3.2 Establish an official media platform and manage the operation of the platform

The establishment of an official media platform is currently an important and key element of museum propaganda and education in an open social media platform. However, there are differences in the impact on the platform performance, which can be divided into two parts. Some museums hope to use the platform to update and promote content and make the information published on the platform more interesting. At the same time, information about the museum is shared with friends to increase clicks on the official platform. On top of that, some of the museum's social accounts were largely useless, some of the information posted was meaningless, and fan interest in reading plummeted because the content was so crude. Open up the social platforms they provide. In this regard, the opening of social platform accounts is a prerequisite for the development and education of museums, and the management of platform operation deepens the development of the propaganda and education.

3.3 Establish a network propaganda and education platform

Today, many museums are seeking to create an information platform that educates the entire museum process. Among all kinds of task platforms, APP's dedicated propaganda and education platform is the most typical one. In fact, the museum needs to develop the above program in the first place so that the mission platform can provide various information contents based on the museum. Based on the needs of netizens, if they choose to follow a specific platform, they can see more collections of exhibits. From this platform, it can have a more intuitive and effective impact on the exhibits. For example, in cases involving the protection of children's and women's rights, museums need to pre-display these items on certain websites so that visitors can view them in detail. In addition to creating dedicated platforms, museums should also focus on tracking the development and maintenance of platforms. By using all the resources of the platform and the maintenance strategy of the platform, netizens can always access the interesting content in the museum, to help promote the overall growth of the platform's fans and the number of platforms [3].

3.4 Use Internet technology to endow museums with new vitality

HTML5 is one of the most widely used methods on the Internet today, and is an effective way to teach museum knowledge. Technical assessment can improve the visibility and interactivity of information, thus increasing the perception

of the audience. Advances in technology and innovation not only improve meaningless information, but also enhance the rich visual and auditory experience that young people enjoy, thus increasing the visibility of museums. Today, information exchange channels are diverse and easy to use, and provide convenient channels for the museum's mission and education.

3.5 Cultivate excellent professionals in an all-round way

In order for museums to respond to current online trends, they need to focus on developing new talent. The reason is that whether the museum can have and the overall performance of the mission and education work is directly related to whether the museum has recognized and supported information talents. Therefore, in current practice, the key should be to develop new types of talent to bring the level of information up to a relatively high standard. Mission staff gradually promotes daily training and enrich the mission team in a variety of scientific ways.

3.6 Use hot topics to increase the popularity of missionary work

The popular TV series The Legend of Miyue once set off a wave of learning about history and culture. It is also a good time for museums to share knowledge, as the propaganda department can add the latest themes and collect and combine cultural relics, documents and other relevant information to share information with readers in a timely manner. It can successfully increase the attention of the platform, but also can popularize people's historical knowledge, increase the intrinsic value of the museum. Therefore, missionary personnel must be sensitive to the current hot topics, and must be able to collect information and content in a timely manner and improve the efficiency of missionary work.

3.7 Enhance the observability of the form to create a high degree of attention to the propaganda and education information

The quality of the relationship between the Web platform and its users is called stickiness, especially in terms of how often users use the Web platform and their platform dependencies. Today, the term "stickiness" has become an important criterion for evaluating the performance of the Museum Web platform. In order to improve the stickiness of the Web platform, we need to pay attention to the quality of the published content. Museums must provide relevant information about propaganda and education, which is also an effective way to improve the quality of information dissemination on the online platform. Since museums now have to cater to young people's tastes by providing missionary information, they must be adapted to young people's tastes. Therefore, it is necessary to use fresh words to bring the museum closer to the youth community and to provide a comfortable reading experience for readers.

3.8 Strengthen and enhance cultural soft power

In the global development of Chinese culture, museums should not only give Chinese people a deep understanding of the history, humanities and other knowledge of different parts of China, but also spread the traditional culture of Chinese people to other parts of the world. In order to enhance the influence and soft power of national culture, museums should focus on improving the soft power of our national culture. In particular, we can start from the following aspects: First, we can use culture, cultural relics, graphics and other forms to intuitively show the traditional culture of the whole country. This will make the viewer feel more comfortable and can broaden the range of cultural representation in the exhibition program. Second, in addition to doing a good job in museum technology research, service delivery and operation management, they can also turn to foreign advanced technologies and concepts and play a role in museum culture. It can improve the management level and popularity of our country's museums around the world, and meanwhile, the influence and soft power of China's extensive and profound culture have also been improved [4].

4. Conclusion

The fundamental purpose of the museum's comprehensive publicity and education efforts is to expand the scope of advertising and to provide viewers with the opportunity to experience the existing museum exhibits. By now, as all museums

recognize the value of applying advocacy and education efforts to museums, we are also exploring new technologies that are appropriate to the current state of the museum. In fact, the museum and its affiliated organizations are also working in this field to sum up valuable experience. In the application of the Internet, it is also necessary to timely pay attention to the effectiveness of publicity and education work, ensure the combination of Internet publicity and education, enrich the publicity and education model of the museum and improve the effect of publicity and education.

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