

# "Leaving" and "Gathering" of Post-90s Collective Memory in the Age of Media Convergence

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**Abstract:** The latest media, which is called the "fifth media", was a only show that brought about changes in the media age once upon a time. But in the modern and contemporary media development, it is leading the media integration upon other types. Traditional newspapers, outdoor media, radio and television known as the four major media are also steadily moving forward with compatibility, reform and innovation. French social science scientist, Halbwachs, first proposed the concept of collective memory. Of course, many elements that constitute and form collective memory can be taken into consideration, while this article only cuts through from the perspective of the media, and hopes that a more positive collective memory framework will be formed. The cultural self-confidence, and explore new methods and outlets for cultural self-confidence.

## 1 Introduction

In 2020, the era of fragmentation + decentralization, KOL is verticalized and the media is matrixed. Various high-end luxury brand owners are no longer sit themselves high, and they are firmly committed to the proverb of "No matter black cats, white cats, a cat can catch rats is a good cat". Multi-media, multi-platform combined marketing. Back in 2016, at the annual meeting of Logical Thinking, Luo Zhenyu said: "This world is changing too fast that our understanding may not catch up. When the Internet first came up, we formed a wrong perception that the world will be flat, we thought As a brand new communication tool, the Internet will gradually make the whole society more like a bowl of eggs, and everyone will share information, values, concepts and cognitions. But more than ten years later, we found that the world is sharded. "

The latest media, which is called the "fifth media", was a only period brought about changes in the media age once upon a time. But in the modern and contemporary media development, it is leading the media integration upon other types. Traditional newspapers, outdoor media, radio and television known as the four major media are also steadily moving forward with compatibility, reform and innovation. In the era of media integration, the post-90s choices are full of personality and diversity, and fragmentation have become the keywords of their generation. The positive and optimistic collective memory is undoubtedly a powerful factor for this generation growth.

## 2 The "discrete" of Post-90s' collective memory

If you search for the term "post-90s", there will be thousands of query results. And the interpretation and concept of this word will be continuously improved. This article is based on the general understanding of the public, that is, the specific group born in the 1990s . In addition, the focus of the collective memory discussion is also on the generation and influence of collective memory in modern society. Historical figures or past images such as dragons or Confucius are not included. Although the concept of collective memory was proposed in 1925, it was created based on social psychology. Although this article is discussing from the perspective of media, Habwah has set a benchmark and psychological basis. That is, the long-term memory preserved by a particular group will affect the group's perception, evaluation or judgment of a certain thing, and this recognition, evaluation or judgment invisibly affects the group's behavior and thinking. Therefore, collective memory is important, and media guidance is necessary to construct a positive and optimistic collective memory.

The post-90s generation grew up in an age of respect for individuality and encouragement of differences in success. Not only is it rich in material resources, but also the spiritual world is extremely full. Now big data is more authentic to help us retain personal preferences, pursuits and habits. We are surrounded completely by

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the world of the ego, and revealing the inner world that is not even easy to detect. The world within Douyin or Kuaishou is big, but the real world presented to us is smaller and smaller due to personal preferences and age characteristics. Unlike the post-80s generation, and while China is broad by land, post-80s generations from different provinces still have a richer collective memory. Although the post-80s generation was affected by the state's one-child policy, there were only single child every family, with even fewer options. There were not many excellent TV series, anime and cartoons available for post-80s selection. The annual Spring Festival Gala is a major event in building collective memory. The Internet has made public the space we previously identified private, and everyone was granted the right to speak. Collective memory is gradually being eroded and blurred. The Spring Festival, this collective holiday, has gradually evolved into a relative longer holiday. However, a positive and optimistic collective memory will bring Chinese the acknowledgement of culture, family / national feelings and emotional support. The post-90s generation grew up in a changing, dizzying, confused, aesthetically fragmented and fragmented environment. The collective memory loss of the post-90s era is the role of the background of the times and also related to the media's propaganda methods. Worth thinking.

### **3 The "aggregation" of Post-90s' collective memory**

No doubt this is the new media era of Internet +. With the development of network technology and digital technology, the form of media production continues to advance towards media integration. The post-90s who lacked common memories, however, used their own methods online to find their own fun. The popularity of the "99 Year Incident" lies in the most united event of Internet users who cheated on 2000s. It sounds like a joke, but it is a subconscious teamwork of the 90s in the context of media integration. If this time it was forcibly looking for commonalities on the Internet, then the 70th anniversary of the National Day military parade is a highlight moment of collective memory under the influence of all media and deep integration. In addition to the new reporting method of 5G + 4K + AI + AR adopted by the main broadcasting and television station, the network station linkage. The central media leads the topic, high-quality content combination star effect, H5 interactive activities combined with 56 national costumes, "I like the motherland" mini-program deep-bundled content, and the positive energy game of "The Dream of the Homeland" became an instant hit ... line Comprehensive online and offline multi-angle integration of media blessings, making this collective memory a feast. We are all immersed in this and cannot extricate ourselves with celebrity pride, honor, and self-confidence emerge. The audience survey and data search data also show that the post-90s are the main crowd to watch the parade and lead the discussion of the topic, and truly achieve cultural self-confidence. In fact,

information obtained through the medium of humans is easier to remember. Habwach also believes that the memory of a person's personal experience of events is more influential than the events of just reading or hearing. In a specific field, group members can perceive collective memory richly and profoundly through physical participation, and can store the memory in self-consciousness. Traditional rituals are such a field. The ritual can give value and meaning to the entire life of those performers, in which group members learn the collective memory of the group through the medium of the body. In the rituals belonging to the group, the symbols of collective memory have been strengthened far beyond daily life, so that the participating members perceive a strong collective consciousness.

Many commercial websites will also gather collective memories to gain the support of some groups. Regrouping collective memories through media platforms to form group identity becomes a new marketing idea. For example, "Houlang", which is screened on China's domestic social platform, gave bilibili an unprecedented sense of group identity. Of course, what is more keen is the dividends in the capital market. After "Houlang" became popular, the stock price once surged 8%. Gathering young people, using the construction of collective memory and a sense of identity has opened up new ideas for youthful marketing.

Now, there is a new term for groups called "Generation Z", which refers to people born from 1995 to 2009. They will account for 50% of China's overall consumption power, and are also the most active people on social networks. Born and raised in the Internet era, once a stronger identity is formed, the brand recognition, consumption habits, and value development that are bound to this can be more easily transmitted. Station B is also using it to break through, gather more people, lead the team, and then influence the team. This is an effective closed loop. From this point, it is proved once again that the framework of collective memory is not only conducive to the establishment of positive values, but also greatly beneficial from the perspective of commercial capital operation.

### **4 Collective memory and new media**

With the support of new media, the process of collective memory information being shared is also the process of group members participating in production, and collective memory has shown a stronger constructiveness. When a specific collective memory is widely shared through new media, the power of group members to construct collective memory is immense. New media will make it easier for events or major historical events that originally had collective memory to continue to ferment. For example, the overall audience attributes of the post-80s generation tend to be nostalgic. The collective return-style nostalgia of post-80s under the new media makes them symbolic. In the era of new media, media not only create nostalgic symbols, but itself can also become a symbol, participating in the construction and maintenance of

collective memory. Similarly, the new mode of collective memory dissemination brought about by new media has also brought new problems. First, the dissemination of collective memory based on new media is prone to two extremes of surfaceization. The first is the surfaceization of signs and representations. Group members only share information and interact at the level of some crystallized or uncrystallized signs and representations. These signs and representations lack collective meaning, and there is only a false sense of commonality among group members. The second is the surfaceization of concepts and meanings. Contrary to the surfaceization of signs and representations, the interaction of group members emphasizes concepts and meanings while neglecting and lacks collective representations. Group members lack real experience and it is also difficult to form a true sense of commonality. The surfaceization of collective memory transmission is often manifested in the looseness of the group, and the group members only have simple emotional catharsis without rationality and logic. The prevalence of online group scolding is a typical manifestation of the surface spread of collective memory.

The mass media restricts the real interaction between group members, it ensures the consistency of collective memory, so that a huge group can be maintained and stabilized. Nowadays, the emergence of new media is breaking the unified and authoritative system established by mass media including printed language, which may lead to the collapse of traditional "large groups" that have existed for many years. The most obvious thing is that various online languages are appearing on a larger and larger scale. At the beginning, they were individual words, and then expanded to the creation of sentence patterns, and then the overall publication length and reading habits were passively and actively restricted, such as The 140-character length requirement of each Weibo and the corresponding fast and fragmented reading habits...It is conceivable that online languages will continue to squeeze the living space of traditional languages. But in fact, the fashionable language of new media is constantly changing with the new generation, and the popularity will always be replaced. It is almost impossible to form a language that is recognized by several generations.

Take 2019 novel coronavirus pneumonia (NCP) as an example, the depth of its impact can change the rules of the world. All people are witnesses of the fight against the NCP, have their own memories of the NCP, and will reflect on and grow forward after the NCP. Netizens said that "we are witnessing history every day." The struggle between humans and the new crown virus is destined to be recorded in history, and people's memories will become part of this history. During this period, Weibo and other new media carried the memories of the public. As a social media, Weibo's core product logic is based on TimeLine's information flow platform. Sporadic news about the epidemic emerged, a large-scale outbreak of the epidemic, Academician Zhong Nanshan confirmed that the virus can be "passed from person to person", Wuhan closed the city, delivered to

Huoshenshan Hospital, and assisted all over the country Hubei, Fangcang shelter hospitals are closed... Weibo is an important portal for people to obtain information, a public information release platform, a public topic discussion platform, and a "historical snapshot" of society. The timeline of the epidemic is clearly visible on Weibo. The collective memory of the epidemic has gradually become clear and gradually penetrated. As of March 31, 68.05 million+ Weibo users have posted a total of 960 million+ pieces of epidemic-related content. Although many of the individual users' emotional expressions are not the memory of the times, hospitals, media, institutions, governments, and some certified users created the content of the epidemic will undoubtedly become a micro memory of the times, which cannot be fully reflected in any works.

## 5 Conclusion

According to the prediction of the current situation and the future development trend, it will be discussed from two aspects. The post-90s generation grew up in an age of respect for individuality and encouragement of differences in success. Not only it is rich in material resources, but also the spiritual world is extremely full. Now big data is more authentic to help us retain personal preferences, pursuits and habits. In the context of the collective memory loss of the younger generation, it is easy to discuss issues, but it cannot change the wheel of development. Informationization, dataization, fragmentation, and personalization will inevitably bring about a blur of collective memory. Respecting individualization and differentiation while using the media industry to integrate resources, pinpoint positioning, and build a positive memory of collective memory.

At last, memory is by no means a purely psychological and sensory behavior. It is not only an individual, but also related to society. There is something called collective memory, social memory or cultural memory; secondly, the formation of social memory is not a recovery or complete. The process of reappearance is a process of social construction; again, there are some factors that determine the formation process of this memory, which determines what is deleted, retained or revised; finally, the continuation of social memory is diverse, similar to memorial rituals and physical practices, such as repeated exercises, often become important means of memory inheritance.

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