

Modern Meaning and Value of Traditional Cultures

Zixuan Chen

Jiangsu Province Liangfeng High School, Zhangjiagang, China

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Abstract: Cultural industry is extremely contagious. Nowadays, the cultural industry in many developed countries takes a significant portion of their total domestic economy. Lantern riddle is an outstanding Chinese traditional culture with a strong fusing capacity and is adaptable to all industries. It comes clear now that lantern riddle owns an enormous value in the modern society.

1. Introduction

Culture is the foundation of society. On this foundation, the odd flower colorful fruit flourishes upward, constructing the diversity human society. Culture permeates all aspects of social activities and exerts subtle influences on people's thoughts and behaviors, especially on economic development. Take American film and television industry as an example. The movie industry in the U.S. is a tremendous boon for its economy, as shown in the graph below.

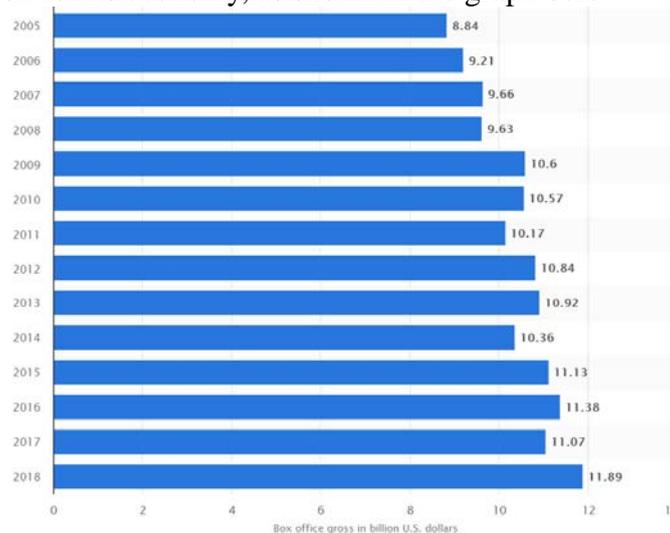


Fig. 1 Source: www.statista.com

In China, the cultural industry is also blossoming. Still taking the film and television industry as an example, we can see that in recent years, the box office revenue in China's film market has an obvious growth trend year by year: According to data released by The State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, China's box office revenue reached 45.712 billion RMB in 2016, up 3.73 percent from 2015. In 2017, the total box office of Chinese films reached 559.11 billion RMB, up 13.45% year on year; domestic films reached 30.104 billion RMB. In 2018, the growth trend continued and China's movie box office revenue grew to \$8.9 billion (RMB 60.98 billion).

In recent years, a number of domestic TV shows, like "National Treasure" "Master in The Forbidden City" and "Every Treasure Tells a Story", propagating and introducing national treasures and attempts to commercialize culture IP, like cultural and creative products of the Forbidden City, achieved both economic and cultural successes.

2. Big Data and Traditional Cultures

Cultural propaganda programs are based on the main character -- Chinese cultural relics and

efficiently promoted by the big data and the Internet which make cultural relics of thousands of years old “come to life”, showing them in the public's view from a refreshing angle.

Big data technology can help program groups accurately understand the interests of the public, target audience age, so as to add points of interest and achieve program success. In the past, many museums had precious but neglected collections. It seems that the museums could not figure out a way to attract tourists from the bustling commercial streets to the quiet museums. As a result, many museums were “built with great vigor,” “opened” noisily, “kept” and “closed” silently “, but now the information age has flourished accesses to news to a considerable extent. In this regard, the TV show “National Treasure” is a perfect example. The program innovatively invites at least one celebrity to perform a stage play as the “guardian of national treasures” each time. The exquisite production, unique content and profound significance, combined with the increase of star traffic, helped national treasure get a high score of 9.0 on DouBan (Chinese version of IMDb). More importantly, “National Treasure” successfully drew young and middle-aged people’s attention to Chinese traditional cultures, delicately taking advantages of appeals of celebrities. In fact, among all viewer of “National Treasure”, 88.5% of them age below 35.



Fig. 2 An official poster of the National Treasure

“National Treasure”'s choice of broadcast platform also shows the program's ambition to reach young and middle-aged people. “National Treasure” is available in many network broadcast platforms, including YouKu, Sohu, iQIYI, PPTV, Tencent, TuDou, bilibili and so on, covering almost all mainstream online broadcast platforms. Among them, b station (bilibili) is a famous concentration place of teenagers, famous for its active bullet curtain (comments or feelings sent by viewers while watching the video and shown in videos) and high user loyalty.

The success of “National Treasure” went beyond public expectation in both ratings and response, proving that the information age has brought unprecedented opportunities for people, especially for the promotion of traditional culture formally ignored by the masses.

3. Lantern riddles’s current value

In the information age, the key to successfully attract attention is content displayed in front of internet users. In this regard, well-known traditional culture becomes very attractive choices.

Take the Palace Museum as an example. Five years ago, the Forbidden City was a place of awe and alienation filled with historical gravity. However, in recent years, film and television programs like “the Palace Museum” and “Masters in The Forbidden City” have made the Palace Museum come “alive” and popular. Cultural and Creative products industry of the Forbidden City developed fleetly with the popularity of antiques. Shan jixiang, former director of the Palace Museum, revealed the Palace Museum bill at the 19th annual meeting of Yabuli China Entrepreneurs Forum:

in 2017, the sales revenue of cultural and creative products of the Palace Museum reached 1.5 billion yuan – surpassing the income of more than 1,500 a-share listed companies.



Fig3 4A product of cultural and creative products of the Palace Museum in www.taobao.com

Lantern riddles are both literary and entertaining, and are a kind of interesting language art. In recent years, big data and the Internet have also “revitalized” lantern riddles. After the premiere of “Dictation Assembly of Chinese Characters” in October 2013 welcomed by the masses, lantern riddles followed the footsteps of TV and Internet to promote the popularity of lantern riddles. “China Riddle Fair”, which premiered in February 2014, received rave reviews and launched its second and third seasons in 2015 and 2016 respectively. Dozens of riddles software, such as “The Lantern Riddle Family”, “Puzzles of Riddles and Lantern Riddles” and so on, marched into the market; online classes of lantern riddles were uploaded to the website Chinese University MOOC- the IP “lantern riddles” has begun to warm up.

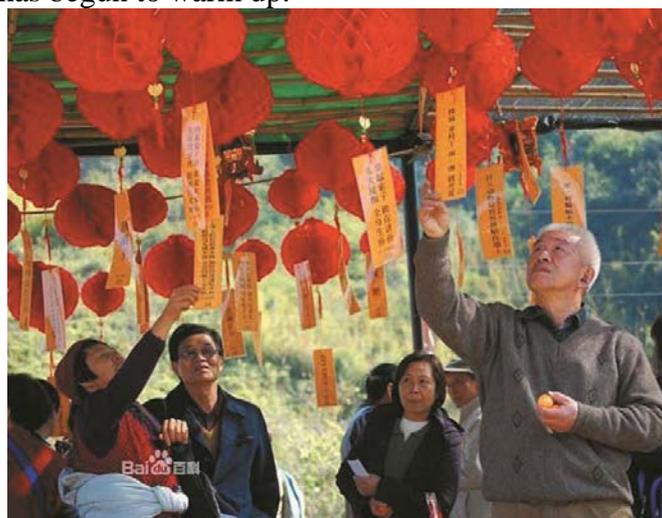


Fig. 4 A scene of modern lantern riddle exhibition guess(Source: www.baidu.com)

Lantern riddles represent a multitude of economic opportunities offline as well. A lantern riddle exhibition is always magnificent and bustling, interesting riddles plus exquisite prizes are attractive to the masses. The riddle solvers have to make great efforts for answers, and consequently usually have deep memories of the riddles and answers. Therefore, many enterprises publicize their own

companies and products, and governments to all scales summarize and publicize their social construction and contributions, and tourist attractions often attract tourists through carrying out lantern riddle exhibition guess activities. For example, the Temple of Literature in Changshu has been holding a series of activities during the Spring Festival for many years, and the yearly lantern riddle guess exhibition has always been a major part of it. Changshu temple of literature and Changshu Lantern Riddle Academic Committee cooperate to hang a total of 1000 original lantern riddles in the first five days of the Spring Festival and prepare exquisite gifts, such as Confucius-related stationery. Every year during the Spring Festival, many parents and children come to the temple for the lantern riddles. Most of the puzzles are related to the Temple of Literature, Confucius, Changshu specialties, Changshu celebrities and so on. After one activity, tourists not only have a better understanding of Changshu, Changshu Temple of Literature, but also have a good impression of Changshu Temple of Literature.

4. Conclusion

Cultural industry is the mainstay of contemporary economic development. The application of big data and the popularity of the Internet have brought unprecedented opportunities for cultural inheritance and development. Lantern riddle, as a welcome and well-known Chinese traditional culture, is full of business opportunities. In this ever-changing era, whoever can skillfully and innovatively manipulate big data and occupy the Internet can achieve success. This is not only a challenge to the traditional cultural industry, but also a great opportunity.

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