Research on the Fusion Development of Central Plains Traditional Culture and New Culture Industry

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Abstract: The integration of the traditional culture of the Central Plains and the emerging culture industry should make full use of the various digital technologies and software and hardware carriers in the emerging culture industry, so as to announce the profound contents; to mobilize all enthusiasm and enable the public to participate in the heritage of the Central Plains and carry forward their National cultural spirit; to find the entry point for new cultural industries, product culture, cultural products, and develop the cultural industry with the characteristics of the Central Plains.

1. Introduction

The term "Central Plains" is an ever-expanding concept in Chinese history. "Ci Yuan" gives the "Central Plains" a narrow and broad interpretation. The narrow Central Plains refers to this area of Henan. In the broad sense, the Central Plains refers to the middle and lower reaches of the Yellow River or the entire Yellow River Basin. Xu Guangchun once said: “The Central Plains is a relative regional concept with Henan as the main body. First, it refers to the big concept, including the middle and lower reaches of the Yellow River; the second is the concept of the Middle Yellow River; the third is a small concept, and refers only to Henan Province. The Central Plains referred to in this study are mainly limited to the narrow Central Plains - Henan Province. Henan is a big cultural province. Traditional culture of Henan has formed a traditional cultural industry with considerable scale and strength with its abundant resources. However, we must also realize that the development of Henan's cultural industry is still relatively backward, and some old cultural industries and industries the categories went into recession, and some new cultural formats and emerging cultural industries emerged. Under the background of the construction of the Central Plains Economic Zone, how to tap the positive factors in the traditional culture of the Central Plains and how to integrate the traditional culture of the Central Plains with the development of new cultural industries is a major research topic. The purpose of this study is to explore the possibilities and effective approaches for the integration of the traditional culture of the Central Plains with the emerging culture industry.

2. Central Plains Traditional Culture

Henan is a large province of traditional cultural resources. Its traditional cultural resources include important cultural heritages such as celebrity culture, ancient capital culture, tomb culture, root-seeking culture, Buddhist culture, food culture, opera culture, and martial arts culture. The Central Plains culture with Henan traditional culture as its main body is very broad and inclusive. At the same time, it also has the closedness of farming culture, and it also shows the root characteristics of the Central Plains culture. Since the reform and opening up, under the impact of the commodity economy and the mass media, Chinese society has undergone a profound transformation [1]. The Central Plains, with Henan as the representative, has also undergone an important transformation under this background. People have brought new things to the world. The new fashion is overwhelming. Many aspects of the traditional culture of the Central Plains have been forgotten in the no-man's corner. In recent years, from the government to the people, Henan has begun to pay attention to the development and utilization of traditional culture, to achieve a leap
从一个大型文化省份转变为强大的文化省份在河南，并实现中部崛起的宏伟计划。促进河南的经济发展，推进河南的精神文明建设，大力发展河南的旅游业，丰富河南旅游资源的文化内容，建设世界级品牌，发展中原城市群，提升中原城市群的竞争力。一些人预测21世纪的经济将由两部分组成：文化和行业。文化必将成为经济的新形象。对于河南，实现经济的持续快速增长和产业结构的优化升级，需要新类型的文化产业来优化和整合中原传统文化的创新性发展。自2006年以来，全国的“非物质文化遗产”保护成为中央到地方政府和民众的焦点；从确定国家法定假日、非物质文化遗产的申报和评审，到地方旅游开发项目，文化节日的繁华庆祝，等，传统文化已成为各级政府和企业争抢的“香饽饽”。中原传统文化也经历了一次由衰落到繁荣的转变。

看这些中原传统文化的变迁，虽然原因很多，但今年中原文化的发展繁荣无疑是其中一个重要因素。新兴文化和传统文化的结合不仅给中原传统文化在现代社会中提供了重生的机会，也给新兴文化的发展带来了灵感，成为不可或缺的重要文化资源。河南文化的厚度和包容性也提供了新文化形式整合的可能性[2]。

3. 内容融合

河南省委党校的杨汉清教授认为：“中原传统文化的精髓在于积极的、伟大的国家文化精神。”[3] 中原文化是古老的、神秘的。自中国人进入文明史以来，中原地区一直是国家的政治、经济和文化中心，有着独特的特征，反映了中原地区的文化和历史背景，以独特的形式向社会传达了民间文化意识，丰富了普通人的生活。经过时间的洗礼，其文化内核渗透到了各领域。中原传统文化是中华民族的根文化。每年，大量的中原和海外华人后裔返回中原寻找根。这种对中原文化的认同感，经过长时间的积累，达到了一定的程度。这已成为一种非常感性的复杂情感，具有很强的情感强度。这是维系中华民族的纽带。

中原文化的各种意识形态，包括易、道、墨、法、儒、明、兵、佛等，代表了中国历史上几乎所有的重要学派和理论。其丰富的内容不仅是中原文化的精髓，也是中华民族的精髓。“以儒家文化为例，儒家文化以伦理为核心，强调个人对家庭、家族和国家的道德责任，把维护国家的整体利益作为最根本、最重要的价值追求。”[4] 一些国家有自己的家。这种简单的爱国主义强烈地吸引了现代人，提高了他们的团队精神、整体视野和奉献精神。爱国主义的培养应尽早进行，可以体现在新兴文化场景中，如现代儿童漫画、儿歌和电子书。故事可以基于中原历史上的爱国人物和中原儒家经典。在创造的同时，它应该与历史书籍的记载相符合，爱国宣传应该与爱国主义的宣传相结合。
4. The Principle of Fusion

The Central Plains region has long been China’s political, economic, and cultural center. Folk art has also been able to develop rapidly. It has distinctive geographical features, such as Nanyang jade carving, Kaifeng embroidery, Zhu Xianzhen New Year paintings, Zhangzhou enamel, Luoyang Sancai, and Leiyang Mai. Stalk paintings, muddy maggots in Qixian, Mud monkeys in Huaiyang, etc. These rich folk arts are rich in ancestors' understanding and creativity of nature. Their original shapes, colors, and symbolic significance can all become important assets for the development of modern emerging culture. There are some famous tourist cities in the province, which combine the development of urban souvenirs with the promotion of traditional urban culture. Based on the local characteristics and traditional culture, combined with modern people's aesthetic interests, the company uses new media to develop handicrafts rich in local characteristics. Small household appliances, video games and other products have stimulated local tourism spending and inspired young people's enthusiasm for learning and developing traditional culture.

The key to the transformation of the traditional culture of the Central Plains in the emerging cultural industry lies in creative development and application. It should take “culture” as its source and “creativity” as the core, and use cultural exchanges as an opportunity to quickly find a market entry point for the cultural industry. The use of modern materials combined with digital modeling, printing and other automated intelligent control technology to enhance the product modeling and graphics, color quality, modern products full of traditional elements of the Central Plains to do more sophisticated, more time and the characteristics of the Central Plains, establish a new culture in the Central Plains Product brand image. The development of the emerging culture industry in Henan should be based on these rich traditional art contents. With the help of emerging technologies such as the Internet and new media, these traditional art forms will be presented in modern digital music, digital imaging, and network cultural products to meet modern consumers. The concept of consumption enriches the production methods and forms of cultural production and forms a new pattern of cultural communication [5].

“How to make Huaxia Civilization continue to innovate in its heritage and cultivate cultural brands with Central China style, Chinese characteristics, time characteristics, and international influence, continuously improve cultural soft power and enhance the cohesiveness of the Chinese
nation, and become the current establishment of the Central Plains Economic Zone."

The characteristics and diversity of the traditional culture of the Central Plains are the driving force for the continuous development of the cultural industry. The propaganda and development of the Central Plains traditional culture should establish its own cultural brand. The establishment of this brand should integrate the inherent goals of Henan's economic development with the existing cultural resources, deepen and integrate the traditional culture of the Central Plains, and promote the integration of science and technology and culture. The use of new technologies and new means enrich cultural production methods and forms of expression, the formation of a new pattern of cultural transmission. With the support of high-tech, digital, networking, and intelligent technologies have deeply affected the development of the cultural industry.

5. Conclusion

Through the above measures, the traditional cultural resources of Central Plains will be seamlessly integrated with the emerging cultural industries. Through the integration of the rich history, rich folk customs and outstanding ideology of the Central Plains region, the cultural creativity and market operation are effectively integrated with the emerging culture industry, so that the Central Plains cultural resources can be creatively developed and utilized. It will be an unprecedented and incomparable person. The cultural creativity is effectively integrated into the product development, brand image building and marketing of the Central Plains cultural industry, making the Central Plains culture visible, substantial, and audible. With cultural creativity, the Central Plains culture is endowed with the characteristics and soul to create creative development of the Central Plains cultural industry.

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