

Research on Inheritance and Development of Chinese Traditional Culture

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Abstract: Chinese traditional culture has a long history and countless treasures, But with the development of society, Some traditions have been gradually ignored and forgotten by modern people, And the resulting social problems cannot be ignored, The reason is that the pursuit of material life cannot meet the needs of modern people, And spiritual food also plays a decisive role in the development and choice of life paths, Although china is currently catching up with and surpassing development, It has made a huge leap in the economy, But at the same time, The global multicultural penetration is also increasing, Chinese people's thinking is gradually converging, And even narrowly thinking that foreign ideas are good and the system is superior, People who go abroad are not confident about traditional culture and other issues, Therefore, How to improve the traditional cultural outlook of modern people, Strengthen the development of cultural undertakings, Improve the cultural industry policy, Optimize the structure of the cultural industry, While inheriting Chinese traditional culture, Innovatively develop traditional culture, And integrate excellent traditional culture into today's socialism among the values, This is the direction and purpose of this article

1. Introduction

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out: "We must adhere to the path of socialist cultural development with Chinese characteristics, stimulate the cultural innovation and creativity of the whole nation, and build a socialist cultural power." [1] If we want to make traditional culture better, the inheritance and dissemination of traditional Chinese culture cannot be simply and rudely covered through traditional methods and channels such as literature, classics, and film and television. It must be innovative. Exploring the new era, combining the aesthetics and understanding of modern people, can interpret the connotation of Chinese traditional culture, and can transform from the spread of appearances to the true meaning of deep spreading, thereby enhancing China's cultural soft power and serving the Chinese nation. Provide a solid foundation for the great revival of China.

2. The Status Quo of Chinese Excellent Traditional Culture

The development of traditional culture must first be based on cultural identity. Only when Chinese traditional culture is closely linked to people's lives can it develop the inheritance and promotion of excellent traditional culture, and improve the moral quality and cultural level of the public; and then promote it. Humanistic spirit, create a positive and healthy cultural atmosphere, thus fundamentally establish a cultural position and promote the excellent Chinese traditional culture to the world.

Through research, it is found that Chinese traditional culture still has not shaken off the traditional and old impression in the public eye. There are many large and small cultural brands across the country, but there are generally low reputations of cultural brands, single forms, and insufficient cultural transmission channels. problem. For example, Henan Province, located in the Central Plains of China, has abundant cultural resources, but from the perspective of inheritance and development, regardless of content, form, scope, and influence, it is relatively weak.

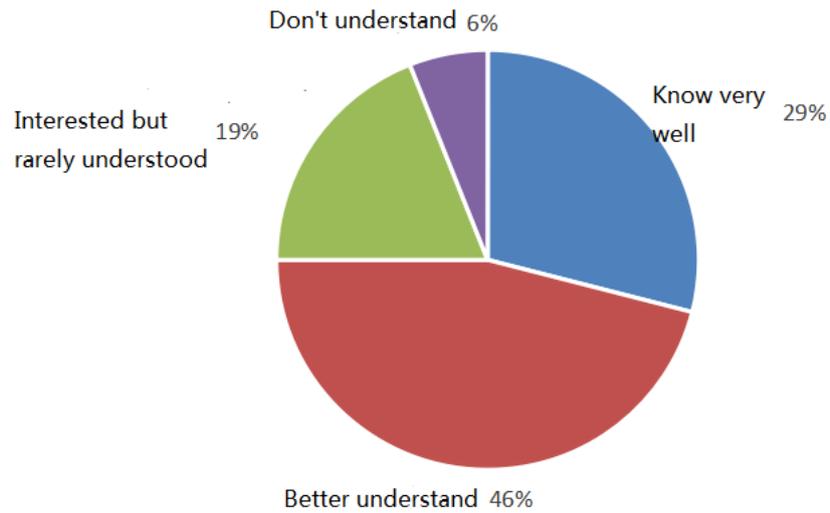


Figure 1 Pie Chart of the Results of the Questionnaire on Public Understanding of Chinese Traditional Culture

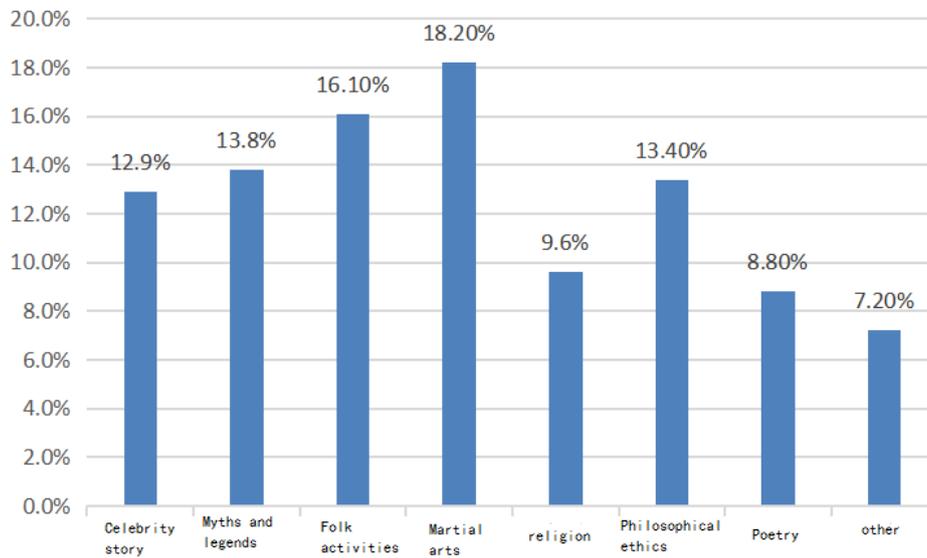


Figure 2 Histogram of the Results of the Questionnaire on the Types of Chinese Traditional Culture

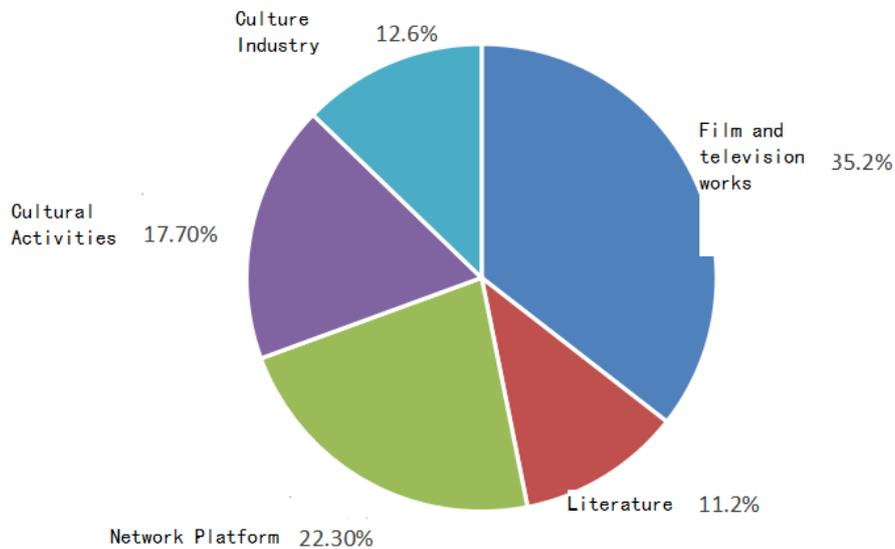


Figure 3 Histogram of the Results of the Questionnaire on Ways for Citizens to Learn and Understand Chinese Traditional Culture

Through the questionnaire survey, combined with the survey data, it is found that people have a common phenomenon of passive understanding of traditional culture, and lack of initiative in understanding and mastering Chinese traditional culture, and then analyze the reason: why the Chinese traditional culture has various forms, influence and love The degree of inheritance is not ideal, which is largely due to the effect of people's subjective initiative restricting the development of traditional culture. Inheriting and developing the profound connotation of Chinese traditional culture is the meaning of cultural communication. The concrete and symbolic forms that can be recognized and observed by the human eye are integrated with urban construction and closely connected with people's lives, showing the spread of culture At the same time, people living in cities imperceptibly use educational significance and guidance to strengthen people's sense of identity with Chinese culture and strengthen cultural self-confidence.

3. Key Points for Inheritance of Chinese Traditional Culture

Through the survey results, it is not difficult to find that to carry out effective inheritance and innovative development measures of Chinese traditional culture, it is necessary to grasp the essence of Chinese traditional culture, innovative guidelines, basic content and implementation paths, and explore from the following aspects.

3.1 Refine Associated Cultural Elements

Chinese traditional culture is rich in resources, but at the same time it adapts to the modern social value system, and there is also dross to be screened. Therefore, the rich Chinese traditional cultural resources must be analyzed and combed to condense its inherent cultural connotation and profound significance, and extract excellent traditional cultural content that will help promote the development and prosperity of socialist culture and reflect the overall style of regional culture. When refining traditional cultural elements, you can optimize the design according to the principles of geographical connection, similar historical context, and similar images, classify and extract traditional cultural resources, integrate relevant, similar, and similar cultural elements, and emphasize core elements, Highlight the brand effect, promote and enhance the infinite charm of Chinese traditional culture.

3.2 Determine the Theme of Traditional Cultural Communication

Relying on ancestors, family countries, heroes, etc. in traditional culture as prototypes, such as Kong Rong let pear and Zilu borrow rice to condense the fine traditions of respecting the old and loving the young in traditional Chinese culture; Jingwei reclamation and Yugong moving mountains extract solidarity and mutual assistance from traditional culture The connotation of patriotism and family love; relying on cultural elements such as the Palace Museum and other historical buildings, the Great Wall, Suzhou gardens, Huangshan and other natural and cultural landscapes, promote the magnificent, open-minded, internal and external literati spirit; relying on the Ming Xiaoling Tomb, Dahe Village site and other cultures Elements, exaggerating the magnificent, open-minded and virtuous literati spirit; relying on the successful cases of commercial culture such as the Terracotta Warriors and Horses of the First Emperor of Qin, the Liangzhu Site, etc., to promote the spirit of hard work, pioneering and innovation.

3.3 Choose Effective Inheritance and Innovative Development Paths

While inheriting the traditional Chinese culture, it is necessary to innovate and seek development, first of all to expand the position of traditional culture in the public consciousness. Chinese traditional culture is orthodox. Only through promotion and continuous deepening and dissemination of five thousand years of Chinese civilization can traditional culture cease to be "cultural relics." How can it be transformed into a spiritual food that the public loves to see and talk about, and even expand from the world. Its influence and radiation are the direction of the innovation and development of Chinese traditional culture.

4. Innovative Measures and Construction of Chinese Traditional Cultural Resources

4.1 Combining Cultural Resources with New Media Art Design to Achieve the Integration of Tradition and Modernity

Combining modern art can realize that traditional culture can be presented to the public with new faces, and can it move from a nation to the world. New media art design such as the use of traditional cultural images in clothing, architectural design and public art design to express traditional cultural themes in the form of new media art, and the use of traditional techniques such as shadow puppets, paper-cutting, and New Year pictures in digital art design (Figure 4) , Looking for a way to integrate traditional culture and new media art design to make traditional culture more “new” and more “tide”. With the help of digital media, brand-new element symbols and brand-new aesthetic laws are produced, providing a brand-new development space for the inheritance of Chinese traditional culture.



Fig.4 The Traditional Culture of Digital Art Design

4.2 Exploring “Internet + Culture” Chinese Traditional Cultural Measures

Through the construction of the “Internet +” model, the “platform construction + cultural products” comprehensive position, the output includes audio, video, cultural and creative products and other forms of online cultural works. Through the screening and integration of traditional cultural elements, the connotation is explored with new forms, and modern crafts and technologies are combined to develop a comprehensive approach to artistic creativity. Focus on various types of creative artworks, expand the audience through the network platform, and display the design process and design results, inspire a new mode of combining traditional culture and creative design, strengthen the young people’s understanding and recognition of traditional culture, and accelerate Traditional Chinese culture has moved from China to the world. “Internet + culture”, culture = product + image + brand, combined with the new 5G situation, let Chinese culture go global, gain cultural recognition, and then use the power of industry to continuously innovate and create, and provide a more lasting confidence for the Chinese nation's strong power Spiritual food.



Fig.5 Forbidden City Cultural Brand

4.3 Combine Traditional Crafts to Create Visualized Cultural Tourism Products

Cultural tourism has always been loved by the public at home and abroad, and has the characteristics of large groups, strong communication power, and high mobility. It has both cultural essence and travel experience, which can give the object the most intuitive spiritual feeling. The cultural tourism product perfectly combines the excellent Chinese traditional culture with the tourism industry. Through the symbolic and visual transformation of traditional culture, it excavates the deep connotation of Chinese traditional culture; through the extraction and design of traditional culture, the traditional culture is carried out. While inheriting, the effect of educating people is achieved.

The status of traditional crafts in the world has always been high. Intangible cultural heritage such as shadow puppets, Bian embroidery, pyrographs, wood planks and New Year pictures, are non-replicable cultural products and must not be discarded. Prior to this, cultural tourism products were mostly local characters and landscape elements. In the future cultural tourism products, the skills of folk cultural artists, intangible heritage cultural inheritors, and handicraft professionals can be strengthened, and traditions can be promoted and promoted. Craftsmanship, classify and batch integrate various excellent cultural resources, process them into high-quality, high-level, and high-level cultural tourism products, and spread Chinese traditional culture in the promotion of cultural products.

4.4 Develop Cultural Characteristic Industries and Promote Cultural Development

By creating cultural brands and creating characteristic cultural industries, we will promote the development of traditional culture. For regions with strong history and culture, Beijing, Xi'an, and Suzhou have formed their own characteristic cultural tourism brands, such as “Furong in the Tang Dynasty”, “Shaolin in the Wind”, and “Eternal Love in Song City”, all of which are excellent Performing arts brands exude a strong artistic sentiment; traditional handicraft brands, portrait tiles, woodcut New Year pictures, Tang Sancai, ancient charm and new style; animation brands are represented by “Qin Shi Mingyue”, “Nezha” and “White Snake”, with vivid images. These cultural brands have distinctive characteristics and are popular among young people. (Picture 3) The creation of a cultural industry is closely related to Chinese traditional culture. The form has classical and ancient rhyme, but also new school improvements, so as to make it easier for the audience to cover a wider range and have a stronger resonance, thereby promoting the cultural city brand The rapid development and leaps of cultural-related industries.



Fig.6 Cultural Brands “Eternal Love in Songcheng” and “Nezha”

5. Innovative Measures and Ways to Spread Chinese Traditional Culture

5.1 Innovative Forms of Publicity and Enrichment of Publicity Content

Publicity lacks high-quality, influential publicity forms. “I repaired cultural relics in the Forbidden City” and “A Letter from a Family” and other boutique programs, through the form of recording and literary display, the traditional cultural connotation and elements are cleverly promoted and promoted on a larger scale and higher level, and then cooperated with mainstream

media at home and abroad , Conduct cultural exhibitions and performances throughout the country and even countries around the world to fully display the excellent Chinese traditional culture; in areas and dates with historical allusions, traditional festivals, and solar terms, hold cultural performances, book festivals, harvest festivals, theme works exhibitions, and experiential art Comprehensive performance activities such as exhibitions, or experiential performance activities, to increase people’s attention to traditional culture; open up new ways of cultural marketing, launch online and offline communication platforms, and use various forms of promotion, experience, and learning activities; The combination of culture and the promotion of urban cultural connotation, focusing on people's lives, expanding the audience for the dissemination of traditional Chinese culture, and actively guiding citizens to establish correct ideas, values, and world views.

5.2 Media Publicity Channels

Cross-media linkage promotion. The Internet is not a relationship of separation from each other, but a healthy competitive relationship of collaboration and mutual assistance. The publication and media can be used to hold meetings, book clubs, and art exhibitions with traditional culture as the theme; the influence of news media can be based on the same theme, using graphics, audio, video and other forms for simultaneous publicity and reporting ; With the help of film and television media, launch film and television, animation, and variety shows with traditional culture as the content; use Internet emerging media, social platforms, such as Douyin, WeChat, Weibo, portals, etc. to open “traditional culture online tour” type topics; Through the development of smart phone APP application software, knowledge explanation, foreign language translation, story collection and other forms, various methods, different fields, and different groups are used to comprehensively promote Chinese traditional culture.

5.3 Create a Strong and Harmonious Living and Cultural Atmosphere

The development of a city cannot be divorced from traditional Chinese culture, and the development of a divorce from culture is equivalent to disagreement with Chinese culture. How to not forget the heritage left to us by tradition while developing, the development and change of the city must be combined with the excellent Chinese traditional culture, and how to create a strong and harmonious cultural atmosphere in urban construction is very important. The cultural essence inherited by people living in the city, the combination of tradition and technology, and the integration of urban construction can create a modern cultural city with Chinese traditional cultural characteristics. In countries or regions that have experienced crisis of situation and belief, in the final analysis, problems have occurred in the inheritance and development of culture. The elimination of the crisis is also due to the redefinition of its importance by cultural traditions. Therefore, in urban construction, the integration of Chinese traditional culture cannot be ignored, so that urban construction has traditional connotations without being divorced from modern life. In urban construction, combining the urban composition of plant landscape, public art, public facilities, architectural forms, etc., integrate traditional cultural forms or elements into life; in the student groups of the future pillars of the motherland, strengthen the new understanding of traditional culture, contemporary youth Only when the generation is placed in a rich and harmonious Chinese cultural atmosphere can the development of individuals, cities, and the country be united forever.

6. Conclusion

Traditional Chinese culture is the spirit of the Chinese nation and the core of cohesion. At the same time of social progress and economic development, the inheritance of culture and spirit cannot be ignored. Through the combination with the current lifestyle and modern technology, we can find ways to innovate and develop Chinese traditional culture. While inheriting the fine traditions, we can spread the scope of Chinese traditional culture. It is broader and more profound.

Acknowledgment

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