

Development and promotion of Chinese excellent traditional cultural creative products

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Abstract: The inheritance and promotion of Chinese excellent traditional culture is not only reflected in the inheritance and development of ideas, values, and concepts, but also focuses on the inheritance and protection of traditional cultural relics, ruins, and intangible cultural heritage. In the new era, high-quality development is the main theme, and the Chinese excellent traditional culture, as an important foundation for the construction of socialist culture with Chinese characteristics, also requires high-quality inheritance and promotion. The development and promotion of creative products for Chinese excellent traditional culture is an inevitable need for high-quality inheritance and promotion of Chinese excellent traditional culture, and also an important way to promote the creative transformation and innovative development of Chinese excellent traditional culture.

1. Introduction

Chinese excellent traditional cultural creative products, as important carriers for inheriting and promoting Chinese excellent traditional culture, are distinctive practical products formed by people based on the different characteristics of Chinese excellent traditional culture. They have become increasingly popular and favored by people, and play an increasingly important role. Chinese excellent traditional cultural creative products not only carry excellent traditional ideas, values, and concepts, but also visually present the appearance of traditional cultural relics, ruins, and intangible cultural heritage. The development and promotion of Chinese excellent traditional cultural creative products not only helps to inherit and promote Chinese excellent traditional culture, but also promotes the creative transformation and innovative development of Chinese excellent traditional culture, and is more conducive to fulfilling new cultural missions. The development and promotion of Chinese excellent traditional cultural creative products are indeed necessary, and also have the requirements of respecting history, presenting authenticity, and reflecting innovation. Based on the path selection of digitization, networking, and intelligence, the development and promotion of Chinese excellent traditional cultural creative products should balance the dual improvement of social and economic benefits, and be compatible with the combination of offline physical and online virtual methods to maximize the value and role of Chinese excellent traditional cultural creative products.

2. The significance of developing and promoting Chinese excellent traditional cultural creative products

2.1 Helps to inherit and promote Chinese excellent traditional culture

The development and promotion of Chinese excellent traditional cultural creative products are based on the principle of "visible", the carrier and productization of Chinese excellent traditional culture content through the method of "transformation" is an important means of inheriting and promoting Chinese excellent traditional culture. The carrier of Chinese excellent traditional culture content includes both physical and virtual carriers, which is the formal expression of creative products of Chinese excellent traditional culture, is the foundation and prerequisite for product

development and promotion. The productization of Chinese excellent traditional cultural content is the substantive embodiment of creative products of Chinese excellent traditional culture, and is the goal and landing point of product development and promotion.

2.2 Beneficial for promoting the creative transformation and innovative development of Chinese excellent traditional culture

The development and promotion of creative products of Chinese excellent traditional culture is an important manifestation of the creative transformation and innovative development of Chinese excellent traditional culture, and an important way to bring it to life. Chinese excellent traditional cultural creative products, as the practical achievements of creative transformation of Chinese excellent traditional culture, are also an important fulcrum for the innovative development of Chinese excellent traditional culture. The social recognition of Chinese excellent traditional cultural creative products will to some extent affect the validity of the creative transformation and innovative development of Chinese excellent traditional culture.

2.3 Beneficial for fulfilling new cultural missions

The development and promotion of Chinese excellent traditional cultural creative products can help promote cultural prosperity, especially making the cultural market more dynamic and vibrant. It plays an important role in promoting the construction of a strong cultural country and modern civilization of the Chinese nation. The development and promotion of Chinese excellent traditional cultural creative products, on the one hand, is to continuously inherit and promote the content of Chinese excellent traditional culture through market-oriented means; On the other hand, it is also a continuous practice of new cultural missions on the basis of showcasing the cultural heritage of the Chinese nation.

3. Requirements for the development and promotion of Chinese excellent traditional cultural creative products

3.1 Respect historicity

The Chinese excellent traditional culture has historical significance, and the development and promotion of products based on it must first respect its historical significance. The product creativity based on the Chinese excellent traditional culture needs to be based on historicity as a premise and foundation, which is a respect and continuation of history, rather than a modification of history. Meanwhile, the promotion of Chinese excellent traditional cultural creative products also requires showcasing the historical significance inherent in culture. Through the development and promotion of creative products, people can further understand the historical background behind the Chinese excellent traditional culture.

3.2 Present authenticity

The inheritance and promotion of Chinese excellent traditional culture is based on the existence of real culture. The development and promotion of Chinese excellent traditional cultural creative products also need to be based on the authenticity of culture, presenting the charm and charm of Chinese excellent traditional culture in its original and authentic way. At the same time, it is also necessary to combine the requirements of cultural inheritance and development in the new era, rely on cultural creative products, and present the original appearance of Chinese excellent traditional culture in a vivid and innovative way.

3.3 Reflecting innovation

The development of Chinese excellent traditional cultural creative products needs to be based on historicity and authenticity, constantly reflecting innovation. We should fully integrate the regional characteristics, humanistic characteristics, and contemporary characteristics associated with Chinese excellent traditional culture, and organically integrate various design concepts, technological means, and humanistic sentiments into the development process of creative products of Chinese excellent

traditional culture, continuously recommending cultural creative products that meet the needs of the times and the masses.

4. The Path of Developing and Promoting Creative Products of Chinese Excellent Traditional Culture

4.1 Digital Path

Digitalization emphasizes showcasing, which is a "storage style" path for the development and promotion of Chinese excellent traditional cultural creative products. The digital preservation and utilization of Chinese excellent traditional culture has become the main direction. Based on this, the development of creative products of Chinese excellent traditional culture should also take digitalization as an important path, use digital thinking to design cultural creative products, use digital methods to present the unique creativity of cultural products, and use digital models to promote cultural creative products. This is not only conducive to the protection and inheritance of Chinese excellent traditional culture, Moreover, it is more conducive to the promotion and popularization of Chinese excellent traditional culture.

4.2 Networking Path

The emphasis of networking is on dissemination, which is a "conductive" path for the development and promotion of Chinese excellent traditional cultural creative products. With the increasing maturity of network technology, the internet has become an important channel for disseminating Chinese excellent traditional culture. Relying on the internet to develop and promote Chinese excellent traditional cultural creative products is not only a necessary requirement for the development of the times and cultural prosperity, but also an inherent need to enhance cultural influence and enhance product reputation. By enriching diverse online resources and continuously innovating online communication carriers, a network communication mechanism for the development and promotion of Chinese excellent traditional cultural creative products can be formed, which can maximize the efficiency of the development and promotion of Chinese excellent traditional cultural creative products.

4.3 Intelligent Path

Intelligence emphasizes interactivity, which is a high-level path for the development and promotion of Chinese excellent traditional cultural creative products. Following the pace of intelligent development in society, we will comprehensively apply artificial intelligence, virtual reality technology, and other technologies to the development process of Chinese excellent traditional cultural creative products, continuously improving the level of intelligence in cultural creative products; And in the promotion stage of Chinese excellent traditional cultural creative products, various intelligent technologies are fully integrated, allowing people to fully immerse themselves and interact, thereby achieving efficient promotion of cultural creative products.

5. Conclusion

“The emergence, existence, and development of culture all rely on humans and their activities”^[1], “Culture is created by humans, but the fruits of cultural development constantly reflect on humans themselves”^[2]. As a product of human practice, Chinese excellent traditional cultural creative products carry the essence of Chinese excellent traditional culture, showcase the charm of Chinese excellent traditional culture, and also help enrich people's cultural life and promote cultural exchange. The development and promotion of creative products for Chinese excellent traditional culture is an inevitable need for high-quality inheritance and promotion of Chinese excellent traditional culture. It has important historical significance and social significance. It not only helps to inherit and promote Chinese excellent traditional culture, but also promotes the creative transformation and innovative development of Chinese excellent traditional culture. At the same time, it is also more beneficial for practicing new cultural missions. The development and

promotion of Chinese excellent traditional cultural creative products need to follow three requirements: respecting historicity, presenting authenticity, and reflecting innovation. Based on the exploration and application of digitalization, networking, and intelligence, the social and economic benefits of Chinese excellent traditional cultural creative products should be maximized.

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