A Preliminary Study on the Methods of Inheritance and Communication of Chinese Traditional Culture

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Abstract
Chinese traditional culture has rich connotations and is a concentrated expression of China's five thousand years of civilized history. With the improvement of its international status, China has gradually strengthened its emphasis on cultural confidence and the promotion of traditional culture. Research on the inheritance and dissemination of traditional Chinese culture has become particularly important. This paper analyzes the problems in the inheritance and dissemination of Chinese traditional culture, and explores effective facilitation strategies.

Keywords
Chinese traditional culture; Inheritance; Communication; Strategy

Introduction

Chinese traditional culture originates from the long historical development, involves all aspects of people's daily life, and is a high-level generalization of social civilization for thousands of years. It is with the assistance of the excellent Chinese traditional culture that social economy has maintained a stable state of development (Song & Wang, 2021). With the emergence of various social problems in recent years, people have gradually gained a new understanding of traditional culture. In order to better promote the inheritance and dissemination of Chinese traditional culture, this article combines the practice of Chinese social development to explore.

Significance of the Inheritance and Communication of Chinese Traditional Culture to Social and Economic Development

Carry Forward the Positive Energy of Society

The content of promoting patriotism and social positive energy that exists in Chinese traditional culture is distributed in many classic works. In the activities of inheriting and disseminating traditional Chinese culture, we must give full play to the role of these cultural classics, such as using famous aphorisms to spread Chinese culture (Zhao, Peng & Zhang, 2016), which can effectively purify the social atmosphere, enable people to be influenced by traditional culture, abide by social order, and create favorable conditions for promoting social justice.

Raise People's Awareness of Traditional Culture

In the 1950s, due to the lack of attention to traditional culture education in China, the introduction of traditional culture was very rare for a long time. Most people don't know much about traditional culture, and even have outdated, disjointed and wrong ideas. In fact, most of the contents of Chinese traditional culture are people's high generalization and summary of life, which contains very rich philosophical significance, conforms to the law of social development, and has eternal vitality (Wang & Zhu, 2014). Therefore, the inheritance and communication of traditional culture can constantly deepen people's understanding of traditional culture. When people have a comprehensive understanding of traditional culture, they will be interested in it, and will be more actively involved in learning traditional culture, improve their humanistic quality, so as to better adapt to the needs of social and economic development.

Conducive to Social Harmony and Stability

China is undergoing rapid development and transformation, and various social contradictions continue to emerge, which is reflected in people's lack of fighting spirit and expectations for the future. Due to the lack of clear goals in daily life and the huge economic burden, some people will adopt extreme methods when facing social conflicts. This will not only endanger personal life and health, but also seriously affect the harmony and stability of society (Yang, 2017). With the increasing awareness of Chinese traditional culture from all walks of life, people are aware of the important role of strengthening traditional cultural education in promoting harmony in life and society. There are a great many of classic cultural works such as "Roots of Wisdom", "The Analects of Confucius", "Mencius", "The Doctrine of the Mean" can play a role in regulating people's words and deeds. In addition, by reading the "Moral Classics" and "Classic of Changes", one can fully understand the laws of the development of things and enable oneself to face life positively. It is precisely because Chinese traditional cultural classics contain a lot of positive content, so increasing the collection, sorting and promotion of traditional culture can promote the harmonious development of society.

Conducive to Enhancing Chinese International Influence

At present, China's economic development has made amazing achievements. Economic development and cultural prosperity are inseparable, so if we want to better enhance our international influence, we need to work hard on the inheritance and dissemination of Chinese traditional culture. The influence of Chinese traditional culture is huge, and there are a large number of Chinese culture lovers in all countries in the world. Especially after China's international status is promoted, there will be more foreigners studying Chinese traditional culture. Under this situation, it is necessary to continuously increase the research on Chinese traditional culture. Because of China's own language and cultural advantages in traditional culture, which are conditions that no country has (Jiao, 2020), it is necessary to be more active in the inheritance and communication of traditional Chinese culture and attract more foreigners to invest in China.

Conducive to Improving People's Cultural Confidence

Traditional culture is also very helpful for enhancing people's cultural self-confidence. Chinese traditional culture has a high reputation in the world, especially Confucian culture, Taoist culture, Buddhist culture, and Chinese medicine culture have all had a great influence on the world. Therefore, spreading China's traditional culture can rapidly improve people's cultural confidence and make people realize China's advanced culture.

The Rich Connotation of Chinese Traditional Culture

Architectural Culture

Architectural culture is an important content of Chinese traditional culture. As an ancient country with a long history, a large number of exquisitely designed ancient buildings are scattered throughout China, such as the Forbidden City in Beijing, Suzhou Gardens, Summer Palace, Chengde Mountain Resort, Lugou Bridge, Zhaozhou Bridge, Yingxian Wooden Tower, and the Wudang Mountain Golden Roof Complex, these are outstanding representatives of Chinese traditional architectural culture. After studying these classic buildings, people can fully feel the breadth and depth of Chinese traditional culture.

Folk Culture

There are 56 ethnic groups in China, and each ethnic group has its own folk culture, and these cultures can be effectively reflected in the crafts and folk customs with regional characteristics. For example, worship the ancestors during the Spring Festival, drink rice wine with rice dumplings during

the Dragon Boat Festival, eat moon cakes during the Mid-Autumn Festival, and eat rice dumplings during the Lantern Festival. In ethnic minority areas, various handicrafts with ethnic customs are also seen (Wang, 2014). All of the above are excellent representatives of Chinese folk culture. They contain rich cultural connotations and are regarded as intangible cultural heritage.

Music and Art Culture

Music and art culture is mainly embodied in national musical instruments and national singing and dancing. In addition to music, there are many traditional local operas and folk literary and artistic activities in China, and they are all presented in popular cultural entertainment. For example, Kunqu Opera, Henan Opera, Huangmei Opera, and Peking Opera are representatives of China's outstanding dramas, and they are also the best expressions of traditional culture.

Science and Technology Culture

Science and technology culture are embodied in the great achievements made by the ancient Chinese in astronomy, calendar, and mathematics. And now many students lack understanding of ancient Chinese science and technology, which is also a problem that teachers must pay attention to in the teaching process.

Chinese Medicine Culture

In Chinese traditional culture, the most striking is the culture of traditional Chinese medicine. Today, traditional medicine is still the main form of medical treatment in China. In recent years, the use of traditional Chinese medicine to solve some difficult and miscellaneous diseases has achieved ideal results. Traditional Chinese medicine has little side effects, does not stimulate the stomach, and patients do not need to bear heavy medical burden. And with the improvement of people's awareness of health care, the concept of health care in traditional Chinese medicine culture has also been concerned by people all over the world.

In short, in addition to the above mentioned, there are many rich connotations of Chinese traditional culture, which need to be constantly summarized and explored.

Problems Faced by Chinese Traditional Culture in the Inheritance and Communication

Talent

The lack of talents is the most important problem that restricts the inheritance and spread of Chinese traditional culture, which is directly related to the over-emphasis on science education in China for a long time.

Cognition

Knowledge is also the main reason that restricts the inheritance and spread of Chinese traditional culture. It is an important issue for cultural workers to strengthen the propaganda of traditional culture and spread the excellent traditional culture.

Inheritor

The dissemination of Chinese excellent traditional culture can not be separated from the Inheritors, but at present many excellent traditional cultures are facing the predicament of being lost. This is because under the condition of market economy, traditional culture has not been widely recognized by the market, and Inheritor can not get high income, which is a problem worthy of people's deep thinking. If the treatment of cultural inheritors cannot be solved as soon as possible, it is likely that some traditional cultures will disappear from people's eyes forever in the future.

Strategies to Promote the Inheritance and Spread of Chinese Traditional Culture

Strengthen Personnel Training

The inheritance of Chinese traditional culture is inseparable from professional talents, so colleges and cultural research institutions should strengthen talent training. In order to promote the effective development of teaching activities and enhance students' awareness of and interest in traditional Chinese culture, colleges and universities should set up specialized courses related to traditional Chinese culture, especially public courses, bring traditional culture back into people's lives. When the students graduate and enter the social work, their understanding of traditional culture will also affect the people around them, so as to expand the spread of traditional culture in the society. Therefore, increasing personnel training is the primary task of inheriting and disseminating traditional culture, which must be highly valued by the education department (Tan, 2018).

Increase Subsidies for Inheritors

Chinese traditional culture has a very rich connotation, including material culture and non-material culture. Due to the rich connotation, it is very difficult for many cultures to learn and spread. In

addition, with the change of times, many cultures have been unable to adapt to the current social development, and are facing the embarrassment of being lost. Relevant departments need to continuously increase the financial subsidies for cultural inheritors to stimulate their enthusiasm for passing on the tradition. At the same time, in-depth research on the connotation of traditional culture should be carried out to explore its connection with today's society, and excellent traditional culture should be reproduced in a way popular with the public (Liu, 2010).

Collect and Organize Information about Traditional Culture

In the long course of historical development, traditional cultures with rich connotations and diverse forms have been formed in China, which have been passed down through writing, handicrafts, music and art. No matter what kind of culture, in order to improve its transmission influence, we need to improve the collection and sorting of traditional culture. Collecting and sorting will cost a lot of manpower and material resources, so cultural departments and institutions of higher learning should give full play to their financial and talent advantages, actively apply to the state for projects, and sort out the written records, pictures and video data of traditional culture in a scientific way (Han, 2010). After that, the research results should also be displayed to the public through the Internet platform to deepen people's understanding of traditional culture.

Actively Organize Traditional Cultural Activities

With the help of Shehuo (a celebration to celebrate the Spring Festival) and temple fairs to organize various forms of cultural activities for the masses, so that people can fully experience the eternal charm of traditional culture in the process of participation, change people's inherent concept of traditional culture, and improve the inheritance of traditional Chinese culture effectiveness (He, 2018). At the same time, we suggest that folk art groups, cultural organizations, and cultural inheritors all actively participate in related activities, so that people can more fully understand the rich connotation of traditional culture, change the misunderstanding of traditional culture and establish the concept of inheriting and spreading Chinese traditional culture.

Conclusion

Chinese traditional culture is rich in connotation and has been highly concerned by the international community. Everyone should shoulder the responsibility of spreading Chinese traditional culture and take an active part in the activities of traditional culture education. In peacetime to read the traditional culture classics, learn different forms of traditional culture, improve the sense of responsibility, in order to achieve the expected goal of dissemination of Chinese traditional culture.

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