

Research on the Path of Creative Transformation of Chinese Traditional Culture

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To Link this Article: <http://dx.doi.org/10.6007/IJARBS/v13-i12/19252> DOI:10.6007/IJARBS/v13-i12/19252

Published Date: 18 December 2023

Abstract

As the cornerstone of the Chinese nation's great rejuvenation, traditional culture must enhance its creativity and innovation in response to the diverse cultural influences of the new era. It should take on a leading role in highlighting its value. This article aims to analyze the contemporary significance of Chinese traditional culture and explore the mechanisms for fostering creative transformation. By doing so, it provides theoretical references and practical guidance for the inheritance and development of traditional culture. In the context of globalization and technological advancements, traditional culture must adapt to the demands of the times. It should assimilate the essence of other cultures while maintaining its own vitality through innovative transformation. Simultaneously, traditional culture should serve as a guiding force for thoughts and behaviors, offering spiritual and moral guidance. It should cultivate healthy personality traits and foster social harmony. Through an in-depth examination of the contemporary value and creative transformation of traditional culture, we can gain a better understanding of its importance. This understanding will promote the recognition and appreciation of traditional culture's value, thereby contributing to the great rejuvenation of the Chinese nation. Therefore, this article aims to provide academic research and practical guidance for the inheritance and development of Chinese traditional culture, ultimately contributing to the realization of the great rejuvenation.

Keywords: Traditional Chinese Culture, Creative Transformation, Transformation Path.

Introduction

Chinese traditional culture serves as the foundation for national development and holds a significant position in the global cultural system. Its spiritual essence plays a guiding role in a rapidly changing society. However, with the evolution of social development, the emergence of a diverse subject structure has brought forth new demands, and certain traditional cultures may not align with the pace of progress in the new era. To adapt to social development, Chinese traditional culture must undergo creative transformation to meet the demands of the modern era. Through innovation, traditional culture can acquire new values

and shine brightly within the new social system. To effectively achieve this transformation, it is essential to delve into the ideological implications of Chinese traditional culture and integrate it with modern social development. This integration will merge cultural power with society and infuse new vitality into the development of Chinese traditional culture. Therefore, the purpose of this article is to reiterate the importance of Chinese traditional culture in an academic and logical manner, while exploring methods of creative transformation to provide theoretical and practical guidance for its transformation and development.

The proposition of creative transformation is a concept originated by Professor Lin, but its basic foundation can be traced back to the liberal theories of Western thinkers such as Hayek, Hayde, and Berlin in the 20th century. These Western liberal masters emphasized the importance of a vibrant cultural and historical tradition in establishing a democratic and free order. However, the context of Hayek and others is fundamentally different from the context we face, which makes the proposition of it more complex in its implications than its theoretical basis. (Xu Jilin, 1995)

The theoretical and practical significance of this study can be reflected in the following aspects: Firstly, the creative transformation of traditional culture refers to the adaptation and revitalization of its content and outdated forms in accordance with the characteristics and demands of the times, giving it new contemporary connotations and expressions. This is essential for the continuous inheritance of culture, as it needs to constantly adapt to the needs of social development. Secondly, culture is the fundamental bond of a nation and the core driving force for its development. Only by firmly grasping one's own cultural heritage can a nation maintain its place in an increasingly integrated global environment. As an important product of the historical heritage of the Chinese nation, it is crucial to remove the "dross" from traditional Chinese culture and make it relevant for modern inheritance. From a practical perspective, this can contribute to a better understanding and interpretation of excellent traditional culture, as well as the extraction of its ideological essence. By building upon the existing cultural foundation of China, a clear understanding of its historical and cultural development can be achieved. This will enable the identification and extraction of the beneficial and valuable ideological elements from traditional culture, and a full recognition of its modern significance. It is also important for the maintenance, development, and expansion of the excellent cultural heritage of the Chinese nation. Furthermore, this will facilitate the scientific promotion of Chinese traditional culture and strengthen the spiritual foundation of the Chinese nation in the global community of nations.

Chinese traditional culture holds great significance and value in the contemporary era.

It serves as a foundation for the Chinese people's identity, guiding their thoughts, behaviors, and values. Here are some key aspects that highlight the significance and value of Chinese traditional culture.

Ideological Value: The ideological value of Chinese traditional culture lies in its rich connotations and its significant contemporary relevance in the construction of modern society and culture. As a country with a diverse ethnic makeup, China's long history and profound cultural traditions have laid a unique ideological foundation. As Marx once stated, "People make their own history, but they do not make it as they please; they do not make it under self-selected circumstances, but under circumstances existing already, given and transmitted from the past." This perspective indirectly validates the creative transformation of Chinese traditional culture throughout its development. Traditional culture is intricately

linked to Chinese history and culture, with the two being interdependent and mutually influential. By embracing traditional culture as an ideological foundation, its distinct characteristics, features, and uniqueness can be showcased.

The ideological principles embodied in Chinese traditional culture have an indirect impact on social development. Concepts such as self-improvement, moral responsibility, the rise and fall of nations, individual accountability, unwavering dedication, and the willingness to sacrifice one's life rather than surrender exemplify a noble cultural spirit. These concepts also represent core values that should be pursued in the construction of a modern society. Serving as the bedrock of people's actions, the ideological aspects embedded in Chinese traditional culture form an essential cornerstone of our cultural self-confidence.

Spiritual Guidance: Accelerating the Realization of the "Chinese Dream"

As a spiritual force, culture has played a unique role in the rapid development of society. It is a spiritual culture formed by people in the process of understanding and transforming the world, and is a special power formed under the influence of social guidance. Subsequently, this spiritual force acts as the internal driving force for transforming the world and, through the interaction between external culture and internal spirit, plays a role in the economic foundation, and then builds a complete social system. China is currently in a phase of rapid development, and in the process of people's understanding and social development, the values derived from traditional culture are changing our existing ways of thinking and values, and even under the influence of spiritual guidance, our code of conduct is also undergoing certain changes.(Zhao Lan,2021) In this context of integrated development, the values nurtured by Chinese traditional culture are gradually integrating into the process of realizing the Chinese nation's great rejuvenation, transforming spiritual culture from the level of thought to the level of substance, and guiding the development of society.

Research on the creative transformation path of Chinese traditional culture.

Based on "creativity" Cultural Creativity

The integration of traditional Chinese culture and modern society requires a transitional body to ensure that culture can accurately connect to the social development system in the process of transformation and extension. In this process, we need to analyze the value connotation of traditional culture, adapt to the current social development needs, and make creative changes and updates to allow culture to continue to play a driving force through multiple interpretations and reconstructions. From a creative perspective, we can try the following methods.

First, easy and pleasant creative methods. Traditional Chinese culture is diverse, and different cultural thoughts contain different values. If culture is suddenly applied to the development of modern society, its expression may create a sense of alienation or unfamiliarity for the audience. Therefore, when creating traditional Chinese culture, we can use lively and interesting ways to showcase the charm of traditional culture from multiple dimensions, making culture itself more attractive. For Secondly, fashionable creative methods. Currently, young people play an important role in the development and inheritance of culture, so in cultural communication, it is necessary to strengthen the transformation of modernization and rejuvenation, correctly interpret the core values contained in culture, and then apply creativity to the aesthetics of young people to form a combination of fashion and traditional culture, attracting young people's attention. At the same time, this can also enable

young people to actively participate in cultural inheritance or take on the role of cultural disseminators. Modern design creative methods

Traditional Chinese culture is diverse, and it is a cultural system that has been passed down from generation to generation in the historical changes. In the process of cultural communication, if we want to truly integrate into modern society, we need to deeply analyze the essence of traditional culture, adapt to the aesthetic needs of contemporary people, guide culture to be integrated into it, and make people feel the value of traditional culture in modern life and learning exchanges. At the same time, culture can be combined with creative products, and culture can be effectively integrated into all aspects of people's lives through product reshaping, deeply integrating culture with aesthetic connotation, and creating creative products based on culture, art, interest, and practicality. In the current era of pan-entertainment, the value and meaning of traditional cultural elements are gradually highlighted, which can satisfy people's material and spiritual needs.

The last, creative methods of cross-boundary integration. In the process of creative development of traditional culture, we should base ourselves on creativity and break down barriers between industries through culture, making culture a communication bridge for industrial development, expanding the development space of culture, and making it fully realized in many content expressions. Transformation. For example, in recent years, TV cultural music works have used modern and popular music to perform classical Chinese poems, making the works more dynamic and culturally distinctive. Through cross-border dialogue, people can truly understand the past and present of traditional culture. Another example is the cross-border integration of culture and the fashion industry. For example, fashion designers apply traditional embroidery, brocade and other craftsmanship techniques to modern clothing design, creating unique and culturally meaningful fashion works. This kind of cross-border integration not only gives traditional culture new ways of expression, but also injects unique cultural elements into the fashion industry, enriching the creativity and market competitiveness of the fashion industry.

In summary, the creative transformation of traditional Chinese culture needs to be based on creative thinking and methods. By using easy and pleasant, fashionable, modern design, and cross-border integration methods, traditional culture can be integrated with modern society, exert its driving force and attractiveness, and achieve the inheritance and development of culture. (Zhanxi Bamao, 2021) At the same time, this also requires fully tapping the power of young people, strengthening the interpretation and understanding of cultural connotations, and enabling more people to participate in cultural creation and dissemination, jointly promoting the innovation and development of traditional Chinese culture.

Based on the "technological" cultural creation

Currently, science and technology has become an important force for social development. From the perspective of the driving force presented by technology, it can also provide a strong support for the promotion, dissemination, and creation of Chinese traditional culture. For example, technologies such as big data, virtual reality, holographic imaging, artificial intelligence, etc. can all provide effective carriers for the protection, promotion, inheritance, and exchange of Chinese traditional culture, expand development space, and provide multiple ways for the creative transformation of Chinese traditional culture. From a creative perspective, we can try the following approaches.

Utilizing technology to optimize creative methods

From a development perspective, empowering Chinese traditional culture with science and technology can use the cutting-edge advantages of technology to transform culture itself from a static form to a dynamic form, and technology is no longer limited to specific text or images, but presents the aesthetic connotation of traditional culture through content. For example, the various cultural relics contained in museums cannot be effectively communicated through static display or pure text narration, and cannot leave a deep impression on visitors. Applying science and technology to museums can create virtual reality scenes and make art "come to life". For example, the combination of the real scene of Dunhuang murals and virtual reality can make the characters in the paintings come to life in a dynamic way, and visitors can also observe the lively murals through their phones. The characters in the murals will come to them in a three-dimensional perspective, enhancing the shock value of culture and making visitors feel a sense of commonality, thus increasing their understanding of culture.

In addition, using science and technology can also express the values contained in existing cultural works in a multi-dimensional way, because a single cultural relic is difficult to evoke deep feelings when expressing its cultural and artistic attributes. Through the use of cutting-edge technology, the presentation methods can be reshaped, and cultural symbols can be diversified, such as sound, electricity, light, shadow, sound, etc., allowing people to experience intertwining scenes under different senses, highlighting the charm of art more comprehensively and bringing a more shocking experience to the audience.

The rapid development of science and technology can continuously bring new opportunities for the integration of Chinese traditional culture, and at the same time, in the form of technology-driven, traditional culture has also transformed from static presentation to dynamic presentation. The various aesthetic functions of technology can highlight the contemporary characteristics of traditional culture. For example, in the "Along the River During the Qingming Festival" painting, through interactive technology, more technological expression techniques can be integrated on the basis of restoring the original artwork, such as holographic imaging technology, virtual and reality interactive technology, etc. The incorporation of various technological elements makes the original painting more rich and three-dimensional. From another perspective, in order to match the content and presentation form of the artwork, it is necessary to deeply analyze the application and compatibility of science and technology, and through the selection, analysis, and processing of traditional content, ensure that the use of technology is in line with the cultural presentation requirements.

Based on the "production and life" cultural creation

In the current stage of social development, traditional Chinese culture has become an important guide for social production and people's lives. Through the transmission of culture itself, it can play a role in inheritance and derivation for individuals or society as a whole. Therefore, integrating traditional Chinese culture into social production and life can provide favorable opportunities for creative realization.

"Cultural reproduction" takes culture as a derivative and expresses it creatively and innovatively through the mechanism of reproduction. In the field of culture, traditional culture can provide more material for various industries. In the later development, we should actively explore the value of traditional culture itself, grasp the pulse of the times, and allow culture to be presented in different artistic forms. For example, in film and television, games,

literature, and various accessories, by re-constructing culture, the driving value of the meaning of reproduction can be expressed, and more cultural products can be created.

First, we can use the method of rewriting stories to explain and process various cultures, such as classical literature, historical figures, folk stories, and folk art works. All of these can provide multiple carriers for rewriting stories and create a complete content industry chain. We can see in our current TV dramas that after multiple changes to literary classics, people are also trying to incorporate new content and elements. Of course, this kind of reshaping is not about subverting or changing the cultural attributes, but combining the style of the times to make these works more in line with the aesthetic needs of modern people and express various images through a new interpretation.

Secondly, we can integrate traditional Chinese cultural elements and symbols to create new cultural products. In terms of cultural transmission, the extraction and integration of elements and symbols require an analysis of the essential meaning contained in culture. For example, cultural works, cultural figures, or the themes and thoughts conveyed by culture can create a unique world view and cultural concept of Chinese traditional culture. Taking the excellent cultural work "Big Fish & Begonia" in recent years as an example, it integrates traditional cultural symbols, incorporating elements from the Chinese zodiac, the Tao Te Ching, and the Classic of Mountains and Seas. With a modern aesthetic, the characters, culture, and costumes are reinterpreted to provide a richer visual experience for people.

Finally, traditional Chinese culture can be treated as an "IP" and promoted through a fixed mechanism, allowing people to learn about culture from different carriers. (Wangpengxiao,2020)For example, creating works that are connected to an IP and using innovative artistic forms on top of the original cultural form can demonstrate the derivative value of traditional Chinese culture and express new cultural meanings through different carriers.

Conclusion

In summary, traditional Chinese culture represents the accumulated cultural heritage of 5,000 years of history and has important value and influence in contemporary society. In order to adapt to the needs of a modern society that emphasizes multicultural coexistence, we can use technology to create culture. This creative process involves optimizing creative methods through the application of technologies such as virtual reality and multimedia to present the aesthetic connotation of traditional culture. At the same time, by using methods such as cultural reproduction, rewriting stories, and integrating elements and symbols, traditional culture can be creatively adjusted and transformed to meet the aesthetic needs of contemporary people. In addition, by creating a "IP" for traditional Chinese culture and promoting it through a fixed mechanism, traditional culture can be better integrated into modern society and its influence can be enhanced both domestically and internationally. The conclusion can be drawn from the above that the creative transformation of traditional Chinese culture holds a dual value of theoretical and practical significance. More importantly, its practical value has allowed us to reap the fruitful results from the splendid flowers of tradition, benefiting generations to come.lead the direction of social development, and promote the inheritance and development of culture.

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