

Analysis on the Contemporary Value and Inheritance Path of Excellent Chinese Traditional Culture

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Abstract: The excellent Chinese traditional culture has multiple values in the contemporary era, which helps to enhance China's soft power and promote the social harmony and stability. Therefore, we should strengthen the protection and inheritance of the excellent Chinese traditional culture. In this regard, the education system should strengthen the education and popularization of traditional culture, the media and digital platforms should strengthen the promotion of traditional cultural contents, and the government should strengthen the policy support and guarantee for the protection and inheritance of cultural heritage, so as to effectively promote the inheritance and development of excellent Chinese traditional culture in the contemporary era.

Keywords: Excellent Chinese Traditional Culture; Contemporary Value; Inheritance Path

The excellent Chinese traditional culture carries the history and wisdom of China, which not only has rich historical value, but also has remarkable practicability and influence in the modern society. Therefore, the application and inheritance of Chinese traditional culture in the contemporary society is particularly critical. This paper will discuss the application and importance of excellent Chinese traditional culture in modern society in detail, and analyze how to effectively inherit these cultural heritages from multiple dimensions such as education, media and policy, so as to provide a scientific path for the modern dissemination and practice of traditional culture.

1. The Contemporary Value of the Excellent Chinese Traditional Culture

1.1 Enhance the Country's Soft Power

The excellent Chinese traditional culture has unique values in promoting the national soft

power. The term soft power, coined by Joseph Nye, emphasizes the use of non-hard power resources such as culture, political values, and diplomatic tactics to influence other countries and their people. The Chinese traditional culture, with its unique aesthetic, philosophical and moral values, has a clear attraction in the global cultural exchange. Specifically, in the context of cultural globalization, Chinese culture has demonstrated rich cultural depth and unique life wisdom through the international arena. Taking the Chinese calligraphy, painting, martial arts, tea culture and traditional festivals such as the Spring Festival and the Mid-Autumn Festival as examples, these cultures are not only passed on and respected in China, but also widely recognized and appreciated in the world. The radiation effect of this culture has enhanced the goodwill of the international community towards China, provided a new communication medium for international business and diplomatic activities, and deepened the understanding and trust between countries. At the same time, as China plays an increasingly important role on the global stage, Chinese traditional cultural elements are gradually integrated into diplomacy and international cooperation, and become an important tool to promote the international relation. For example, China's ancient wisdom, such as the Confucian principles of humanity, justice, propriety and wisdom, the Taoist principles of nature and harmony, and the traditional Chinese medicine of nourishing life, not only enhance China's international image, but also promote China to begin to move toward becoming a cultural powerhouse^[1]. Therefore, in the process of cultural understanding and international relations in the international community, the excellent Chinese traditional culture has shaped a positive national image at the global level, significantly enhanced China's soft power, and made China play a more significant role in the global scope.

1.2 Contribute to the Social Harmony and

Stability

The excellent Chinese traditional culture has demonstrated the unique value in promoting social harmony and stability. Traditional ethical norms and codes of conduct, such as loyalty, filial piety, courtesy and integrity, are the cornerstone of human relations and social orders in the modern society. In the rapidly changing social, these values encourage people to maintain emotional ties, strengthen the unity of the community, and promote the overall harmony and stability of the society. First of all, filial piety, as a core part of Chinese culture, emphasizes the responsibility and mutual respect among family members. This traditional concept is still valued in modern times and has been strengthened in family education and social practice. The concept of filial piety effectively alleviates the challenges posed by modernization to family structure and intergenerational relations, promotes the harmony within the family, and affects the broader social level. Secondly, the values of harmony in Chinese culture, such as "harmony is the most precious" and "the land of ceremony and propriety", play a positive role in social governance and interpersonal communication. These principles advocate for collective interests over individual interests and promote the reconciliation and cooperation among various groups in society. This cultural atmosphere, which emphasizes harmony and consensus, reduces social conflicts in the formulation and implementation of public policies, and improves the general acceptance and implementation efficiency of policies. Finally, traditional festivals and cultural celebrations provide opportunities for people to share cultural experiences and celebrations, and enhance the mutual understanding and respect among members of society. During the joint celebration of traditional festivals such as the Spring Festival, Dragon Boat Festival and Mid-Autumn Festival, people from different backgrounds and age groups come together to share food, stories and games, which deepens the overall atmosphere of social harmony. In short, the education and practice of Chinese traditional culture plays a key role in maintaining the social harmony and stability. These cultural values and principles are not only legacies of the past, but also valuable resources that are still applicable and need to be valued in modern society [2]. Therefore, the continuous promotion and practice of these traditional

cultures can effectively enhance the stable and harmonious development of society.

2. The Path of Inheriting Excellent Chinese Traditional Culture

2.1 Strengthen the Education and Popularization of Traditional Culture in the Education System

Promoting the traditional culture education in the education system is a necessary way to inherit the excellent Chinese traditional culture, which can be systematically planned and implemented from many aspects such as curriculum design, teacher training, textbook development and campus cultural activities. First of all, in the aspect of the course design, we should integrate the relevant contents of traditional culture into different sections and disciplines. For example, from the primary school to middle school, courses on history and literature related to Chinese traditional culture are offered, so that students have been exposed to and had an in-depth understanding of the origins of traditional festivals, ancient historical figures and classic literary works since childhood. In addition, the curriculum should not be limited to theoretical teaching, but should be combined with artistic activities such as drama performances, traditional music appreciation, calligraphy and Chinese painting, so as to strengthen students' understanding of cultural connotations in a practical way. Secondly, as the transmitters of cultural education, the improvement of teachers' professional ability is equally important. To this end, the school can regularly hold traditional culture education and training workshops, and invite experts and scholars in the field to give lectures and provide specific teaching methods and contents for teachers. At the same time, teachers can be encouraged to participate in field trips, such as research trips to historical and cultural cities, so as to enhance teachers' intuitive understanding and teaching of traditional culture. Thirdly, for the compilation of teaching materials, it is necessary to integrate the latest research results and modern teaching concepts to develop rich and colorful traditional cultural teaching materials that meet the needs of modern education. The teaching materials should contain systematic knowledge explanation, relevant historical documents, art works display and examples of modern life, so

as to help students learn traditional culture and realize its practical applications and values in modern society. Finally, campus cultural activities are also an important way to enhance students' cultural experience. Schools can regularly organize a variety of traditional festival celebrations, such as the Spring Festival gala, dragon boat race in the Dragon Boat Festival, moon appreciation in the Mid-Autumn Festival and other activities, so that students can feel the charm of traditional culture in the personal participation. In addition, the establishment of cultural associations such as Chinese studies club, calligraphy club and tea art club can provide good platforms for students to further study and practice traditional culture^[3]. Through these specific and diverse strategies, the education and popularization of traditional culture can be effectively promoted in the education system, so as to lay a solid foundation for the inheritance of Chinese traditional culture.

2.2 Promote Traditional Culture in Media and Digital Platforms

The Promotion on media and digital platforms is an effective way to achieve the wide dissemination of traditional culture. First of all, traditional media such as TV and radio are the main channels to spread Chinese traditional culture. To this end, a series of special programs can be produced, such as cultural documentaries, historical dramas and expert interviews, so as to present the unique charm of traditional culture in an attractive way. Secondly, the popularity of the Internet and social media provides new platforms for the modern dissemination of traditional culture. A special cultural communication platform can be established to regularly publish articles, videos and pictures related to traditional culture. For example, a channel named "Traditional Culture Exploration" can be established and each issue will focus on a specific cultural theme, such as festival celebrations, traditional crafts or ancient philosophy, to attract the attention of young people and revitalize the traditional culture in the digital age. Finally, integrating traditional cultural elements into mobile apps and video games is also an innovative communication way. Games based on Chinese history can be developed, so that players can not only enjoy the entertainment during play, but also learn rich knowledge of traditional culture and history. Besides, the application of digital technologies

such as virtual reality (VR) and augmented reality (AR) can provide new channels for the inheritance of traditional culture. For example, the application of VR technology can make users feel as if they are in a reconstructed historical scene such as the Forbidden City or the Great Wall, and the AR technology can provide a real-time information layer when visitors visiting a museum or cultural site, so that they can learn the cultural in a more vivid and in-depth way. These diversified channels and modern technologies can not only effectively combine traditional culture with modern science and technology, but also expand the influence and depth of traditional culture, make it more in line with the lifestyle of modern society, so as to maintain the vitality of traditional culture and ensure its continuous inheritance and development in the contemporary society.

2.3 Strengthen the Policy Support and Guarantee for Cultural Heritage by Government

In terms of the protection of cultural heritage, the government should formulate policies to ensure that the excellent Chinese traditional culture can be systematically protected and passed on. At the legislative level, the government has the responsibility to formulate or improve laws and regulations for the protection of cultural heritage, clarify the definition, classification and protection level of cultural heritage, and set legal responsibilities and penalties for acts of destruction of cultural heritage. For important intangible cultural heritage such as traditional handicrafts and folk arts, the government should formulate special protection regulations to ensure that these cultural forms can be preserved and properly inherited and developed^[4]. Financial support is also essential, and governments should provide necessary funds for the protection and revitalization of cultural heritage projects. A cultural heritage fund can be established to support conservation projects ranging from large restoration projects to small cultural events. At the same time, incentive measures such as preferential taxation and financial subsidies can encourage private and social capital to invest in the protection and management of cultural heritage. In addition, the government can work with businesses, non-governmental organizations and communities to promote the

preservation and transmission of traditional culture. For example, the government can work with enterprises to develop cultural heritage sites to ensure that cultural values can be protected in the development process. The government can support community-led cultural activities, such as traditional festivals celebrations and crafts demonstrations, to improve the grassroots nature and coverage of cultural inheritance. In addition, the government should also make use of the platform of international cooperation to join or promote international conventions related to the cultural heritage protection, and introduce advanced cultural protection technologies and concepts through international exchanges and cooperation, so as to enhance the international status of its own traditional culture. For example, the government can participate in UNESCO's World Heritage projects and obtain international support, so as to increase the global awareness and impact of cultural heritage. Through these integrated strategies, the government can ensure that the excellent Chinese traditional culture can not only be effectively protected, but also play a role of education and inspiration in contemporary society.

3. Conclusion

As one of the oldest cultures in the world's history, Chinese culture is deeply rooted in a rich history and philosophy, and provides important support for the improvement of social harmony and the country's soft power. However, with the rapid development of globalization and information technology, the protection and inheritance of traditional culture are facing new challenges and opportunities. Only the comprehensive and systematic strategy can ensure that this cultural heritage can not only be

preserved, but also be active in modern society and fully realize its unique value. It is both a respect for history and a responsibility to the future. In this process, we must realize that the inheritance of traditional culture is not the result of a single party's action, but a synthesis of many efforts. Through the effective combination of education, technology and policy, we can not only protect these precious cultural assets, but also showcase the unique charm and profound wisdom of Chinese culture on a global scale. Such efforts will greatly promote the development of social and cultural diversity, enhance the international influence of the country, and improve the cultural self-confidence of the people, which will have a profound and positive impact on society.

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