

Literary Practice and Aesthetic Guidance from the Perspective of Chinese-Style Modernization

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Abstract: Chinese-style modernization is a development mode based on the practice of Chinese social development. Chinese-style modernization is an extension and expansion of the development path of socialism with Chinese characteristics. The literary and artistic practice and aesthetic guidance from the perspective of Chinese-style modernization need to be targeted according to national conditions. Development, focus on solving problems in the development process, and better realize the great Chinese dream. This article will discuss the practice of literature and art and aesthetic guidance from the perspective of Chinese-style modernization, aiming to provide guidance and suggestions in the field of literary and artistic aesthetics.

Keywords: Chinese-Style Modernization; Literary Practice; Aesthetic Guidance

1. Introduction

The development direction of literature and art and the public aesthetics are two important dimensions of social development under the background of Chinese-style modernization. It is necessary to continuously guide the development of literature and art on the basis of mainstream values, and the public aesthetics should also continue to be positive, practice the requirements of socialist core values, and better promote the improvement of public aesthetic literacy.

2. The Present Situation of Literary Practice and Aesthetics from the Perspective of Chinese Modernization

2.1 Literary Practice Falls into Pan-Entertainment and Fragmentation

With the progress of the times and the in-depth development of the market economy, the practice and aesthetics of literature and art under the background of Chinese

modernization have also continued to flourish. Even many ideological industries have developed into real industries, which has promoted the rapid development of social economy. However, it is also necessary to realize the existing problems. The phenomenon of pan-entertainment and fragmentation of literary and artistic practice is serious. Literary and artistic works ignore their due aesthetic value and cultural depth while pursuing economic benefits, which leads to the increasingly serious phenomenon of pan-entertainment and fragmentation. This phenomenon is not only reflected in the shallow content and single form. It is more manifested in the lack of thinking about the depth and breadth of literary and artistic works. Driven by commercial interests, literary and artistic creation has become impetuous and utilitarian, ignoring the ideological and artistic nature of literary and artistic works and their positive guiding role in society and culture. The phenomenon of pan-entertainment makes literary and artistic works more and more cater to vulgar tastes, pursuing instant sensory stimulation and short-term entertainment effects, while ignoring the long-term value of the works and the profound impact on the spiritual world of the audience. This trend not only weakens the ideological and artistic nature of literary and artistic works, but also has a negative impact on the audience's aesthetic taste and cultural literacy. [1].

2.2 Public Aesthetics Deviates from the Main Theme of Socialist Culture.

With the continuous improvement of social development, diversified aesthetics has been accepted by the times. The inclusive aesthetic literacy is understandable, but the aesthetic orientation that deviates from the main theme of socialist culture needs to be corrected in time. The prosperity of social economy enriches the aesthetic dimension, and various so-called aesthetic phenomena emerge as the

times require. Some of them deviate from the socialist core values and do not conform to the development trend of Chinese culture. With the acceleration of the pace of life, people are more and more inclined to consume cultural products that can quickly bring pleasure and satisfaction. This fast-food aesthetic orientation makes literary and artistic works often simplified as visual and auditory stimuli, while ignoring the profound thoughts and artistic pursuits behind the works. At the same time, driven by commercial interests, literary and artistic creation often caters to the immediate needs of the market and the public, rather than leading and enhancing the public's aesthetic level. This phenomenon leads to the homogenization and shallowness of literary and artistic works, which makes it difficult for literary and artistic works to carry the important task of inheriting culture and enlightening ideas. In addition, with the advent of the new media era, some vulgar and kitsch content has spread rapidly through these platforms, affecting the aesthetic judgment and value orientation of the majority of Internet users, especially young people. This deviation weakens the positive guiding role of literary and artistic works in society. [2]

3. Literary and Artistic Practice and Aesthetic Guidance Strategies from the Perspective of Chinese Modernization

3.1 Taking the People as the Center and Strengthening the Guidance of Entertainment Thought

Literary and artistic practice and aesthetic guidance from the perspective of Chinese modernization need to be people-centered and strengthen the guidance of entertainment ideas, which fully reflects the national nature of our country that the people are the masters of the country, and can really provide positive cultural guidance for the people. Literary and artistic creation should dig deeper into the people's reality of life, capture their true feelings and spiritual pursuit, and create works that can resonate and have profound social significance. In this process, creators should adhere to the independence and creativity of art and avoid being dominated by commercial interests, which will lead to the decline of the quality of works and the loss of artistic value. At the same time, as an important channel of

information dissemination, the media platform must assume the responsibility of guiding social trends and shaping a positive network environment. The platform should actively screen and promote those literary and artistic works that can convey positive energy and have profound ideological connotation and artistic level, and strictly restrict and manage those vulgar and kitsch contents to ensure the cleanness of cyberspace. In addition, the education department should incorporate aesthetic education into the national education system, and cultivate teenagers' elegant aesthetic taste and correct values from an early age through curriculum, campus cultural activities and other forms. [3]

3.2 Accurately Grasp the Times and Advocate a Positive Culture

The development of literary and artistic practice and aesthetic diversity in the process of social development is irreversible, which is the necessity of the development of the times and the inevitable process of the progress of human social civilization. In this process, all social participants need to accurately grasp the pulse of the times, advocate a positive culture, guide the public to have a positive and healthy aesthetic, better meet the needs of the development of Chinese modernization, and promote the continuous prosperity of socialist culture. From the perspective of literary and artistic workers, we should go deep into life and take root in the people, and create more works that reflect the real life and emotions of the people, so as to truly reproduce the people's living state and spiritual style in the works. In the context of the new media era, the guiding role of the network platform for people's aesthetics is obvious. We should give full play to its communication advantages and actively promote these excellent works, so that the positive energy and positive cultural ideas can be deeply rooted in the hearts of the people. We can use digital technology to make these works reach every corner through the network, television, film and other channels, so that everyone can feel the warmth and power of culture.

3.3 Encourage Mainstream Culture and Strive to Climb the Peak of Art

Under the background of the new media era, there are media everywhere, and everyone can

speak, which leads to the marketization and randomness of cultural practice and aesthetic guidance. Different market subjects carry out different cultural guidance for different purposes, which brings confusion to the people's aesthetics, and even the mainstream cultural voice is gradually ignored in the overwhelming cultural flood. Therefore, we should encourage the development of mainstream culture, strive to climb the peak of art under the guidance of mainstream culture, and truly provide popular works of art for the people. Mainstream culture refers to the cultural form that occupies a dominant position in society, reflects the socialist core values, and reflects the national will and national spirit. It not only includes the essence of traditional culture, but also covers the modern cultural elements that meet the requirements of the development of the times. The development of mainstream culture plays an important role in guiding social customs, cohering people, and promoting social harmony. By strengthening the publicity and promotion of mainstream culture, a positive cultural atmosphere can be formed in the whole society, and the dominant position of socialist culture can be further consolidated. After clarifying the concept of mainstream culture, we should deepen our efforts in the field of mainstream culture, strengthen the cultivation of creative talents of mainstream culture, and improve the professional quality and innovation ability of creators by setting up special funds and holding training courses. At the same time, we should make full use of modern means of communication to widely publicize the mainstream culture and expand its influence[4].

3.4 Based on Traditional Culture, Carry Forward the Spirit of Chinese Aesthetics

The development of the digital economy relies on talent, and the cultivation and introduction of new quality talents have become the core of provincial economic development, as well as an important dimension for the continuous progress and innovation breakthroughs of the digital economy. New quality talents refer to those who possess interdisciplinary knowledge, innovative thinking, and digital technology application abilities. They can not only adapt to the rapidly changing digital economy environment, but also play a leading role in promoting industrial innovation and economic

transformation. In order to better cultivate new quality talents in the context of the digital economy, it is necessary to start from the foundation of the education system and strengthen the construction of majors related to the digital economy. These majors not only need to impart theoretical knowledge, but also focus on the cultivation of practical skills. Universities should establish close cooperative relationships with leading enterprises in the industry to jointly design course content, ensuring that students can be exposed to the latest technological trends and industry needs. Meanwhile, internship and practical training programs serve as a bridge between theory and practice. Through these programs, students can apply the knowledge learned in the classroom to real-life work scenarios, thereby deepening their understanding and enhancing their ability to solve practical problems. Students can participate in big data analysis projects in enterprises, predict market trends by processing massive amounts of data, or participate in the development of intelligent applications, experiencing the entire process from design to deployment. In addition, the government and enterprises should also recognize the importance of talent investment, jointly fund and support continuing education and vocational training programs, provide opportunities for in-service personnel to learn new technologies, and these training programs should cover various levels from basic skills to advanced management, meet the needs of talents at different levels, and promote exchanges and cooperation among talents through holding seminars and industry exchange meetings, injecting new vitality into the high-quality development of provincial economy. [5]

4. Conclusion

Chinese traditional culture has a long history. From the perspective of Chinese modernization, it advocates cultural confidence, actively disseminates Chinese traditional culture, and carries forward the spirit of Chinese aesthetics, which points out the direction for literary practice and aesthetic guidance. Literary and artistic workers should deeply tap the essence of traditional culture, combine modern aesthetic concepts to create works with national characteristics and in line with the spirit of the times, draw inspiration

from the long river of history, skillfully integrate traditional elements with modern artistic techniques, and create artistic masterpieces that can touch the hearts of the people. In this way, it can not only enhance the cultural confidence of the people, but also show the unique charm of Chinese culture to the world. At the same time, the education department should strengthen aesthetic education, cultivate children's sense of identity and pride in Chinese aesthetics from childhood, integrate more knowledge about Chinese aesthetics into the curriculum, let children feel the beauty of traditional culture in learning, so as to plant the seeds of love and respect for traditional culture in their hearts, so as to form a good fashion of respecting tradition and advocating aesthetics in the whole society and promote the continuous development of Chinese literature and art. [6]

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