

Research on the Transmission of Excellent Chinese Traditional Culture in the Construction of Animation Courses

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ABSTRACT

As a new path of foreign cultural communication for countries around the world, animation education has its own unique cultural existence value and significance. This paper focuses on Chinese culture on art disciplines, cross-fuses digital media technology, and carries out an all-round and multi-course exploration and dissemination of animation cultural resources construction practice based on the provincial first-class course of "Design Foundation" and the boutique course group of "Multi-dimensional Film and Animation Product Development." By adopting a material-based approach, adopting targeted education on Chinese cultural values, The five education integration of animation series courses is carried out from moral education, intellectual education, physical education, aesthetic education, and labor education, respectively. At the same time, the curriculum thinking politics is integrated into the whole process of animation education. We discuss and build resources in five major areas: political identity, national sentiment, cultural literacy, awareness of the rule of law, and moral cultivation, and appropriately integrating Chinese cultural elements into the curriculum for animation resource construction, we have thus explored the path of integrating Chinese culture into college animation curriculum construction. Thus better explaining the Chinese story, spreading the Chinese voice.

Keywords: Chinese culture, animation education, cultural heritage

1. CONTENT INTRODUCTION

China is committed to expanding the openness of education, implementing the "Promote the construction of "The Belt and Road" education initiative" and the construction of university curriculum thinking and government. Scholars have done a lot of work in exploring the study of animation culture, the construction of Chinese culture, and the dissemination of Chinese culture and have achieved certain results. But at the same time, it brings the challenge of spreading China's excellent traditional culture to the outside world. On the one hand, China's culture is less recognized, and many foreigners know little about Chinese culture. On the other hand, Chinese cultural communication is relatively backward, and the Chinese people do not have a strong sense of cultural export. This paper will distill specific and feasible construction paths at the student level, teacher level, school curriculum construction level, national policy, and international cultural communication level.

2. LITERATURE REVIEW

The research on the integration of Chinese culture into the construction of animation courses in colleges and universities, the guidance of values in the teaching of animation knowledge, and the cultivation of abilities help students to shape a correct world view, outlook on life, and values, and better inherit Chinese culture.

2.1 In exploring animation and cultural values

Some scholars trace back to the origin and gather the research focus of animation to China's excellent culture, arguing that the value orientation of culture plays an important role in animation. They expand the discussion from the inheritance of Chinese national spirit, Chinese aesthetic value, and animation talent supply, respectively.

2.2 In exploring animation and culture building

Most domestic experts and scholars believe that to pass on excellent Chinese culture in animation, the integration of traditional culture and art curriculum should be strengthened. At the same time, the importance of content, aesthetics, and cultural connotation of animation works should be enhanced, and the excellent Chinese culture and socialist core values should be explored continuously and deeply.

2.3 In exploring animation and cultural communication

By comparing Korea, Japan, the United States, the United Kingdom, and China, some scholars argue that the clash of values between the Chinese civilization and itself should strengthen the cultivation of an international perspective and a common concern for traditional and modern culture. Animation innovation and cultural heritage enhance the competitiveness of Chinese cultural products and promote the effective dissemination of excellent traditional culture, thus promoting the innovative development and creative transformation of Chinese culture.

In summary, China is committed to expanding the openness of education, implementing the "Promote the Belt and Road" education initiative, and the construction of university curriculum thinking and politics. Scholars have done a lot of work in exploring animation and cultural values, animation and cultural construction, animation and cultural communication, etc. From scholars' research, we find that animation in the new century has become a new path for foreign cultural communication in countries around the world. Animation education is an indispensable and important part of the whole education system with its own unique cultural existence value and significance. It deserves to obtain its own due cultural status and cultural identity, and has achieved certain results. However, the depth and breadth of animation and cultural values transmission, animation and cultural resources construction, and animation and cultural communication still need to be strengthened urgently. In response to the above three aspects, this paper conducts an in-depth exploration and practice on the path of integrating Chinese culture into the construction of animation courses in colleges and universities. The combination of technology and art and the integration of animation and culture can better realize the construction of Chinese culture animation resources and cultural dissemination.

3. RESEARCH METHOD

This paper uses a combination of literature research method, questionnaire analysis method, experimental

summary method, and other methods to analyze college students' perceptions of Chinese cultural value transmission in animation courses and practice to explore the path of Chinese cultural animation resources construction and cultural transmission.

3.1 Literature research method

We use "Chinese culture" and "animation curriculum construction" as keywords to conduct a lot of literature reading through the search engine. Based on the research results of domestic and foreign researchers in the fields of Chinese culture and animation resources construction and dissemination, we analyze and summarize the research results comprehensively so as to refine operable ideas and better convey Chinese cultural values.

3.2 Questionnaire analysis method

Through interviews and questionnaires with the majority of students, we further analyze college students' preferences for animation creation and cultural value identification and then explore the characteristics of animation story creation, animation characters, and animation scenes.

3.3 Experimental summary method

By integrating Chinese excellent traditional culture into the course system of "Design Foundation", "Animation Motion Law", "2D Animation", "3D Animation" and "Film and TV Post-synthesis Technology", Chinese cultural animation resources are developed, and Chinese cultural animation resource packages are constructed and disseminated through the Internet and new media technology.

4. STUDY RESULTS

Based on the connotation of Chinese culture and animation resources construction and dissemination, combined with the characteristics of the investigators and other research analysis, the path of Chinese culture into the construction of animation courses in colleges and universities has many influencing factors. It mainly includes the cultural identity of students, teachers' cultural education and curriculum integration, school curriculum construction support, the implementation of national policies, international cultural dissemination path and other levels to analyze the key points of influence, and thus make the causes of the problem more clear and understandable. Combined with the "Design Fundamentals" provincial course Civics demonstration course and the "Multi-dimensional Film and Animation Development" boutique course group, we have explored the idea of Chinese culture and animation course resources construction and dissemination path. The five education integration of animation series courses is

carried out from moral education, intellectual education, physical education, aesthetic education, and labor education, respectively. At the same time, the curriculum thinking politics is integrated into the whole process of animation education. We discuss and build resources in five major areas: political identity, national sentiment, cultural literacy, awareness of the rule of law, and moral cultivation, and prepare and publish a series of teaching materials to enhance national cultural confidence and value confidence. Finally, through the Internet + discipline skills competition and new media technology, we will build Chinese cultural animation resources and cultural dissemination, enrich the excellent Chinese cultural system, tell the "Chinese story," convey Chinese culture and socialist core values and enhance China's cultural soft power.

5. RESEARCH AND DISCUSSION

Through the study of the current situation, we analyze the causes of the problems and dilemmas and explore the implementable paths and corresponding countermeasures from both theoretical and practical levels. From the theoretical level, we study the current situation and the path of integrating Chinese culture into the animation curriculum. From the practical side, we refine the concrete and feasible path of construction and cultural dissemination from the student level, teacher level, school curriculum construction level, national policy, and international cultural dissemination level.

5.1 From the student level

The survey analysis method was used to investigate college students' preferences for the types of cartoons created and their cultural value recognition and to explore the excellent regional culture of the Chinese land. The Hakka culture is also known for its "Great Harmony" and "Harmony and Concentration," the patriotic and innovative spirit of the Qi culture, and the benevolence, righteousness, propriety, wisdom, and trust of the Lu culture. The architectural art of Hakka dwellings, the crystallization of Hakka life and art, is known as "the ancient Roman castle of the East."

5.2 From the teachers' level

According to the analysis of the current situation and problems in the construction and dissemination of Chinese culture and animation resources, a reform plan for the integration of Chinese culture into the construction of animation curriculum is proposed, and teachers are organized to study and train. Combining the teaching characteristics of each teacher with the cultural values, the project integrates the five education aspects of "moral, intellectual, physical, social, and aesthetic" with the curriculum knowledge. Integrate cultural literacy, moral cultivation, national sentiment, political identity,

and awareness of the rule of law into the animation curriculum, and compile a teaching guide for professional courses and a guide for professional courses on thinking and politics.

5.3 From the level of school curriculum development

The university has introduced a series of measures to support the construction of first-class courses and the construction of a model course on curriculum thinking and politics, and to unify the organization to write and publish a series of professional teaching materials including "medicine, nursing, engineering, management, humanities" and other disciplines, so as to integrate Chinese culture with the construction of various professions. At the same time, it can better promote the combination of Chinese culture and animation curriculum construction and provide strong support for good Chinese animation.

5.4 From the national policy level

We will implement the "Promote the Belt and Road" education initiative and the construction of university curriculum thinking and government, build a complementary and collaborative education pattern of excellent Chinese culture, construct an effective environment for educating people about animation culture, strengthen cultural education, and enhance national cultural and value confidence.

5.5 From the level of international cultural communication

We analyze the limitations of Chinese culture and animation dissemination from both our own and external perspectives. With the help of internet+ disciplinary skills competition and new media technology, we explore how to break through the dilemma of our own development and seek the path of long-term development, and build a joint interaction and synergy in the dissemination of diversified Chinese culture and animation to tell the "Chinese story," convey Chinese culture and socialist core values, and enhance the soft power of Chinese culture.

6. CONCLUSION

The study on the integration of Chinese culture into animation courses in colleges and universities in the context of "the Belt and Road" adapting to the characteristics of cultural communication in the new media era. With the help of Internet+ discipline skills competition and new media technology, we open up new channels for the development of animation culture curriculum resources and Chinese culture dissemination paths and timely follow-up on the integration of people's

favorite animation forms into excellent Chinese culture. The innovative use of forms easily accepted by the audience expands the coverage and attractiveness of excellent Chinese culture, This paper discussed from five levels of theory and practice respectively, but the depth and breadth of the research are limited. In the future, it is necessary to continue to strengthen the in-depth integration research and practice of Chinese culture and college animation curriculum construction. Thus better explaining the Chinese story, spreading the Chinese voice, showing the world a real, three-dimensional, and comprehensive China, transmitting Chinese civilization, and enhancing the influence of Chinese culture and national spirit.

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