

# An Analysis of the Path of Inheriting and Promoting China's Excellent Traditional Culture in the Context of New Era

Weiqi Cao

Student Work Department  
Jingdezhen Ceramic Institute  
Jingdezhen, China 333403

**Abstract**—China's excellent traditional culture has gradually formed during the five thousand years of development of the Chinese nation and has made tremendous contributions to the progress of the world and all ethnic groups. In the context of the new era, inheriting and promoting China's excellent traditional culture is related to whether it can strengthen cultural self-confidence and whether it can truly realize the Chinese dream of the great rejuvenation of the Chinese nation.

**Keywords**—new era; inherit; promote; excellent traditional culture

## I. INTRODUCTION

The report of the 19th National Congress of the Communist Party of China pointed out that after long-term efforts, socialism with Chinese characteristics has entered a new era. In the new journey, it is of great significance to successfully realize the overall task of socialist modernization and the great rejuvenation of the Chinese nation and to strengthen the whole society to carry forward and inherit the excellent traditional culture. Taking history as a mirror, the prosperity of a country and a nation cannot be separated from its promotion, inheritance, transformation and innovation on the basis of excellent traditional culture. In today's world, the status and role of culture in the competition of comprehensive national strength has become increasingly prominent. Cultural soft power and cultural competitiveness have become important signs of national prosperity and national rejuvenation.

## II. THE CONNOTATION OF CHINESE TRADITIONAL CULTURE

Chinese traditional culture refers to the formation, accumulation and dissemination of the Chinese nation in the long-term historical development process due to the special natural geographical environment, economic situation, political structure and ideology, and it still affects contemporary Chinese culture of "living" in Chinese society<sup>1</sup>.

<sup>1</sup> Introduction to Maoism and Chinese-featured Socialism Ideology Applied Technology of Database [M] Beijing: Higher Education Press, 2015

It is a national culture that reflects the evolution of human civilization and reflects the national traits and styles. It is an overall representation of various ideological cultures and conceptual forms in the history of the nation.

## III. THE NECESSITY OF INHERITING AND PROMOTING CHINA'S EXCELLENT TRADITIONAL CULTURE IN THE NEW ERA

### A. It Is the Meaning of Marxism in China

The Communist Party of China leads the people to achieve national independence and move toward a prosperous, strong, democratic, free, equal, and harmonious road. Fundamentally speaking, it is a Marxist Chinese road that combines Marxism with China's reality and with Chinese culture. Because "the Communist Party of China has been a loyal inheritor and promoter of China's Excellent traditional culture since its inception, and it is an active advocate and developer of China's advanced culture, it is necessary to use the cultural wealth created by the Chinese nation to affect people and educate people, and to stick on the principles that never abandon the excellent cultural traditions of the Chinese nation."<sup>2</sup>

### B. It Is the Essence of the Report of the 19th National Congress

The report of the 19th National Congress pointed out that "the socialist culture with Chinese characteristics originates from the Chinese traditional culture that was nurtured by the Chinese nation for more than 5,000 years of civilization."

The excellent traditional Chinese culture is an important source of self-confidence in the socialist culture with Chinese characteristics and it is also an important spiritual force for cultivating the core values of socialism. It is of great practical significance to correctly understand the relationship between cultural self-confidence and Chinese excellent traditional culture, inherit the innovative Chinese traditional culture, and strengthen the self-confidence of

<sup>2</sup> General Secretary Xi Jinping's Series of Important Speeches [M]. Beijing, People's Publishing House, 2016, P202

socialist culture with Chinese characteristics. To strengthen cultural self-confidence, inherit the innovative Chinese traditional culture will be necessary.

*C. It Is an Inevitable Requirement for Shaping the Image of a Big Country and Exerting Its Cultural Influence*

Under the background of economic globalization, cultural globalization is an inevitable trend. However, China's cultural competitiveness has not yet been satisfactorily reflected. Cultural soft power is the internal cohesiveness and external influence formed by a country based on its traditional culture and constantly innovation and development. Xi Jinping pointed out: "Improving the soft power of the country's culture is closely related to the position in the world's cultural pattern, the international status and international influence of China, and it is also related to the realization of the 'two hundred years' struggle goal and the Chinese nation's great rejuvenation of the Chinese dream."

Therefore, inheriting and promoting excellent traditional culture is a significant guarantee and driving force for opening up the Chinese dream, and it is also an important source for enhancing cultural self-confidence and enhancing cultural competitiveness. It is also an important measure and an inevitable requirement for shaping the image of a big country and exerting its cultural influence.

**IV. THE MAIN PATH OF INHERITING AND PROMOTING CHINA'S EXCELLENT TRADITIONAL CULTURE IN THE NEW ERA**

*A. Identity: The Recognition of Chinese Traditional Culture Is a Prerequisite*

All parts of the world and all ethnic groups have their own traditional culture. To inherit and promote the excellent traditional culture of China, the first thing that needs to do is to let the people of all ethnic groups ideologically agree with excellent traditional culture.

History has proven that China's excellent traditional culture has created the glory of the Chinese nation. This culture not only nourishes the spiritual life of the Chinese nation, but also radiates to other national life and national culture in the world, providing spiritual nourishment for the life and livelihood of other nations. Today, it still exists and influences people's daily lives everywhere. Therefore, the full recognition of the traditional excellent culture and its value directly reflects the cultural self-confidence of the Chinese nation. Cultural self-confidence and traditional excellent culture are interrelated and mutually influential.

Excellent traditional culture should be identified and carried forward. It is a guarantee for realizing the historic great rejuvenation of the Chinese national culture and re-standing in the world with a posture that reflects the "Chinese spirit." Therefore, the promotion of China's excellent traditional culture in the new era requires that every Chinese people should have a high degree of confidence and recognition of the excellent traditional culture. Only on this basis can China build up the courage to forge ahead and

rejuvenate the vitality of innovation and creativity on the road of the great rejuvenation of the Chinese nation.

*B. Integration: Integrating into the Blood of National Culture Is the Essence*

China's excellent traditional culture embodies the spiritual pursuit and spiritual wealth of the Chinese nation. The excellent traditional culture is the summary of the outstanding cultures of all ethnic groups and the foundation and blood of a nation.

Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has elaborated and directed many important tasks on how to inherit and promote the excellent traditional Chinese culture. This fully demonstrates that the Party Central Committee with Xi Jinping as its core attaches great attention to cultural construction and realizes that inheriting and promoting excellent traditional culture in the context of the new era is a booster for national rejuvenation. From the perspective of an ordinary ideological and political work educator, national culture is an important part of Chinese traditional culture. Integrating with national culture can allow the vast majority of Chinese people to achieve consensus and a high degree of cultural recognition, thus forming a strong practical combat capability from the long history and through historical memories and historical achievements.

*C. Inheritance: Cognition of Ancient Chinese History and Culture Is the Foundation*

"Do not forget the initial heart, remember the missions" is the theme of the Communist Party's 19th National Congress. At present, the whole party is carrying out related thematic education activities in various forms. How to keep the original heart in the field of excellent traditional culture? In Xi Jinping's important speech, there is such a statement: "Do not forget to open up the future, and only be good at inheriting can be better in innovation." As one of the few ancient civilizations in the history of human development, China has a history of 5,000 years of civilization, extensive and profound, and has been brilliant several times. In combination with the current social development goals of China, to realize the longing for the good life of the people of the whole society, it will be necessary to take the inheritance and promotion of China's excellent traditional culture as the basis, and regard the development of advanced socialist culture with Chinese characteristics as the basis in the progress in fighting for the better life.

*D. Adaptation: The Transformation of the New Era of Traditional Culture Is the Key*

Xi Jinping emphasized in the speech of the opening ceremony of the 10th National Congress of China Federation of Literary and Art Circles and the 9th National Congress of China Writers Association that "Chinese culture inherits the spiritual blood of our country and nation. It needs to be passed down from generation to generation, guarded from generation to generation, and needs to keep pace with the times and promote innovation. It is necessary to strengthen

the excavation and elucidation of China's excellent traditional culture, so that the most basic cultural genes of the Chinese nation are compatible with contemporary Chinese culture, coordinated with modern society. And cultural spirit that transcends time and space, transcends national borders, has eternal charm and contemporary values. Promoting and activating its inner vitality will be good for making Chinese culture, together with the colorful culture created by the people of all countries, provide the correct spiritual guidance for human beings."

Along with the advancement of science and technology and the changes in social forms, there is an inharmonious and inconsistency between China's excellent traditional culture and the current political and economic forms. To inherit and promote the excellent traditional culture is significant to be adapted to the socialist market economy, democratic politics, advanced culture, social governance, etc. And it also needs the creative transformation and innovative development. The fundamental way is to push the excellent traditional culture into the contemporary, blend with the characteristics of the new era, and realize the transformation of the new era of traditional culture. "It is necessary to reconstruct the expression forms following the requirements of the characteristics of the times, the connotations and outdated expressions that still have reference value, giving them new era connotations and modern expressions, and activating their vitality."<sup>3</sup>

Fan Di'an, dean of the Central Academy of Fine Arts, said, "In the design discipline ... we recently held a seminar on '40 Years of Chinese Design: Dean's Experience and Model'. Experts and scholars at home and abroad formed the 'New Era of Chinese design: The Beijing Consensus' ... especially around the goals and tasks of the new era ... the experts have mentioned one point, that is, to highlight China's characteristics and solve China's problems."<sup>4</sup>

#### *E. Method: the Form of Diversification Is a Breakthrough*

The era of digitization and information has greatly changed the way people work, learn, think, communicate and even live. The extensive use of information technology will make it an important carrier for promoting and inheriting excellent traditional culture. The form of Chinese excellent traditional cultural communication is more diversified.

The form of the dissemination of excellent culture is constantly being innovated, gradually moving from "shallow" to "deep". For example, in recent years, some mainstream new media have promoted and disseminated excellent traditional culture in a variety of forms, such as "speaking Chinese stories" and "Chinese traditional culture classics", so that people of different ages and different levels can accept the learning and education of excellent traditional culture according to their own situation. They make it a living classic, become the enlightenment and guide of

<sup>3</sup> General Secretary Xi Jinping's Series of Important Speeches [M]. Beijing, People's Publishing House, 2016, P202

<sup>4</sup> people.cn: Dialogue with Dean Fan Di'an: Cultural Confidence Striving for World Class  
<http://bbs1.people.com.cn/post/129/1/2/166847196.html>

people's actions in contemporary society, and become the great spiritual power that promotes people's innovation and national rejuvenation.

Some of the programs devoted to cultural communication have not caused public sensation, but they still show a communication effect worthy of recognition. "Everlasting Classics" combines Chinese ancient poetry and music, and spreads traditional Chinese culture in the way of singing. The selected poetry has a strong realistic view: the Chinese spirit in "Mo Mei" "only remains integrity and full of energy", the time cherishing in "Tomorrow Song", the historical passion in "The Rolling Waters of the Yangtze River", Zhang Jie, Phoenix Legend and other singers have staged on. They interpret the spirit contains in the poems in the most suitable way for the audience. Another example is "Hundred Hearts and Hundreds Craftsmen", invited Li Yapeng, Ke Lan, Li Quan, Wu Xiaobo, Lao Lang and other celebrity elites to visit folk artisans, one-on-one to learn traditional skills with the craftsmen, inheriting the meaning and value of ingenuity. A large website launched a survey of a series of humanities variety audiences such as "Masters in the Forbidden City", "Letters Alive", "Readers", "Morning Call" and so on. They found that "post-85s" and "post-95s" audiences counted the most, especially the "post-95s", the audience actually exceeded 30%."<sup>5</sup>

#### V. CONCLUSION

The 5,000-year-old history of the Chinese nation and the integration of many ethnic groups have jointly created a splendid Chinese culture. At present, Chinese society is on the way to realize the great goal of the great rejuvenation of the Chinese nation. This process of progress and the realization of its goals urgently require a strong support and drive from a cultural spirit deep in the history. Excellent traditional culture embodies the Chinese people's self-improvement spiritual pursuit and long-lasting spiritual wealth. It is the basis for strengthening socialist self-confidence in the development of a new era of socialism with Chinese characteristics, an important support for building a spiritual home for the Chinese nation, and the spiritual motivation of the rejuvenation of the Chinese nation.

#### REFERENCES

- [1] Xi Jinping, Xi Jinping The Governance of China [M] Foreign Languages Press, 2014. 09, First Edition (in Chinese)
- [2] CPC Central Committee Propaganda Department. General Secretary Xi Jinping's Series of Important Speeches [M]. People's Publishing House, 2016 (in Chinese)
- [3] Xi Jinping, Secure a Decisive Victory in Building a Moderately Prosperous Society in All Respects and Strive for the Great Success of Socialism with Chinese Characteristics for a New Era - Report at the 19th National Congress of the Communist Party of China [N], China Economic Weekly, 2017,42 (in Chinese)

<sup>5</sup> people.cn: New Changes in Cultural Programs. What Can Make Post-95s Be Eager to Pay for Culture?  
<http://media.people.com.cn/n1/2018/0324/c40606-29886328.html>

- [4] Xi Jinping, Chinese excellent traditional culture is the spiritual lifeline of the Chinese nation [N] People's Daily, 2014, 10, 15 (1) (in Chinese)