

# Research on Digital Technology Enabling the Inheritance Path of Excellent Traditional Chinese Culture

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**Abstract:** The excellent traditional culture of China is the cultural gene of the Chinese Nation,the spiritual lifeblood of the Chinese Nation,the important source of cultivating the core values of socialism,and the solid foundation for us to stand firm in the world culture.To enable the inheritance of excellent traditional Chinese culture through digital technology,we must adhere to the guidance of Marxism and the guidance of socialist core values,promote the deep integration of digital technology and excellent traditional Chinese culture,promote the creative transformation and innovative development of excellent traditional Chinese culture,and let excellent traditional Chinese culture enter thousands of households in a more vivid way.

**Keywords:** Digital technology empowerment;Excellent traditional Chinese culture;Inheritance path

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## Fund Project:

Research on the Teaching of Information Technology Courses in Higher Vocational Education Integrating the Inheritance of Excellent Traditional Chinese Culture(2023SJYB1229)

## 1. Guided by Core Socialist Values

The general secretary Xi Jinping pointed out:“The fine traditional Chinese culture is the spiritual lifeblood of the Chinese nation,an important source of cultivating the core values of socialism,and a solid foundation for us to stand firm in the world cultural shocks.”As the essence of the construction of socialist culture with Chinese characteristics,socialist core values are the value guidance for the inheritance and development of fine traditional Chinese culture.Only by taking socialist core values as the guidance can we make the path of inheriting fine traditional Chinese culture more firmly.Digital technology enabling the inheritance of excellent traditional Chinese culture needs to take socialist core values as the guide and promote the inheritance and innovation of excellent traditional Chinese culture around socialist core values.Firstly,digital technology enabling the inheritance of fine traditional Chinese culture needs to take socialist core values as the guide and vigorously promote traditional virtues such as patriotism,dedication,integrity,and goodwill,and strive to train new people to take on the great responsibility of national rejuvenation.Thirdly,digital technology enabling the inheritance of fine traditional Chinese culture needs to take socialist core values as the guide,and highlight the role and value of digital technology empowerment in strengthening the top-level design.

## 2. Promote the Deep Integration of Digital Technology with Traditional Chinese Culture

Digital technology plays an important role in promoting the inheritance of excellent traditional Chinese culture.

On the one hand,digital technology is an important means for the dissemination and development of traditional culture.In contemporary social life,digital technology has played a role in promoting the inheritance and development of Chinese excellent traditional culture.On the other hand,digital technology can help Chinese traditional excellent culture to spread and promote on new media platforms,so that it can get more attention and spread in a wider range.

Firstly,we should strengthen the digital protection of traditional cultural resources.Digital technology can digitally process and preserve excellent traditional Chinese cultural resources and provide support for their inheritance and development.With the empowerment of digital technology,China’s fine traditional culture can be passed on and developed in a richer form.Secondly,we should make use of digital technology to innovate the mode of transmission of fine traditional Chinese culture.The deep integration

and development of digital technology and excellent traditional Chinese culture can realize the innovation of the communication of excellent traditional Chinese culture and improve the attractiveness and influence of excellent traditional Chinese culture. With the empowerment of digital technology, we can innovate the mode of transmission of excellent traditional Chinese culture through virtual reality, augmented reality, holographic projection and other digital technological means, so as to enhance its communication effect and influence in modern society.

### **3. Promote the Creative Transformation and Innovative Development of Fine Traditional Chinese Culture**

In the Internet era, digital development has brought both opportunities and challenges to the inheritance of traditional culture. Under the empowerment of digital technology, Chinese excellent traditional culture must be “re-created” in order to achieve creative transformation and innovative development. “The fine traditional Chinese culture is our most profound cultural soft power, and it is also the cultural fertile soil where socialism with Chinese characteristics is rooted,” the general secretary Xi Jinping stressed.

With the empowerment of digital technology, we should use the fine traditional Chinese culture to lead contemporary ideological trends and make it full of new vitality. In the excellent traditional Chinese culture, Confucianism occupies an important position, and it is still of great value in modern society. Combining fine traditional Chinese culture with core socialist values not only conforms to the law of social development and the trend of The Times, but also helps carry forward the Chinese national spirit and enhance the country’s cultural soft power and Chinese cultural influence. From the perspective of philosophy, “creative transformation” and “innovative development” are dialectical and unified.

Creative transformation refers to the proper change and innovation of some ideological contents in the traditional excellent culture to adapt to the modern society under the premise of adhering to the guiding position of Marxism; The innovative development refers to updating and creating the ideological content of the traditional excellent culture which has the value of The Times to make it keep pace with The Times. Digital technology empowerment can realize the unity of creative transformation and innovative development of excellent traditional Chinese culture, and enable the inheritance and innovation of excellent traditional Chinese culture with the support of digital technology.

### **4. Promote the Deep Integration of Fine Traditional Chinese Culture with Modern Life**

Traditional culture is not only static, but also alive. We should adopt a more open and tolerant mentality and approach to promote the deep integration of fine traditional Chinese culture with modern life, and constantly enhance the vitality, influence and appeal of fine traditional Chinese culture. Under the empowerment of digital technology, we should use digital cultural products as the carrier to continuously meet people’s new expectations for a better life, and promote the integration of fine traditional Chinese culture into modern life.

On the one hand, we should further strengthen the publicity of the excellent traditional Chinese culture. We will use various media platforms, new technologies and new means to vigorously promote the excellent traditional Chinese culture in a popular way, make it enter institutions, campuses, enterprises, communities, rural areas and military camps, and let people be influenced and educated in a subtle way. On the other hand, we should continue to inherit and develop excellent traditional culture, take traditional festivals as an opportunity to organize and carry out a variety of excellent traditional Chinese culture education activities, and give play to the unique role of excellent traditional Chinese culture education in promoting excellent traditional Chinese culture, such as the use of digital technology to carry out “24 solar terms” theme activities, “Dragon Boat Festival” theme activities. In this process, we can not only enrich people’s spiritual life, improve people’s aesthetic taste, cultivate people’s emotional sustenance, cultivate people’s emotional cultivation, enhance people’s sense of national pride and self-confidence, but also inherit and carry forward the fine traditional Chinese culture, and promote the creative transformation and innovative development of the fine traditional Chinese culture. In short, digital technology enabling the inheritance of excellent traditional Chinese culture should be based on meeting the new expectations of the people for a better life.

### **5. Promote High-quality Development of Digital Cultural Industries**

The General Secretary Xi Jinping stressed: “We must insist on putting social benefits first, integrating social benefits with economic benefits, and promoting the high-quality development of the cultural industry.” In the development of digital culture industry, we must always adhere to the forward direction of socialist advanced culture, actively practice socialist core values, and create more positive quality content products. We should give full play to the decisive role of the market in resource allocation, constantly enhance the interactivity between the supply side and the demand side, and constantly meet the growing spiritual and cultural needs of the people.

We should continue to stimulate the vitality and creativity of market subjects, and realize the transformation from “letting a few people play” to “everyone participates”. We should give play to the guiding role of the government and the decisive role of the market, and promote the high-quality development of the cultural industry with quality content and platforms as the core. It is necessary to strengthen the innovation of digital content of excellent traditional culture, vigorously develop immersive cultural experience based on digital technology, and continuously improve the dissemination and influence of cultural content. It is necessary to give full play to the important role of digital technology in cultural communication, accelerate the construction of high-quality, high-level and efficient digital cultural industry system and market system, to form a large-scale, structurally reasonable, and rapidly developing digital culture industry cluster, so as to provide strong spiritual strength and solid material foundation for the realization of the great rejuvenation of the Chinese Nation.

## 6. Conclusion

By studying digital technology enabling the inheritance path of excellent traditional Chinese culture, this paper proposes five paths: taking socialist core values as the guidance, promoting the deep integration of digital technology and excellent traditional Chinese culture, promoting the creative transformation and innovative development of excellent traditional Chinese culture, and promoting the deep integration of excellent traditional Chinese culture with modern life, and promoting the high-quality development of digital culture industry. Promoting the creative transformation and innovative development of fine traditional Chinese culture is the key to enhancing the influence of Chinese culture. Through creative transformation and innovative development, we can bring new vitality to the fine traditional Chinese culture and make greater contribution to the progress of human civilization.

However, it is not smooth that the path of digital technology enabling the inheritance of fine traditional Chinese culture, and there are still many challenges. Therefore, future research needs to further explore how to overcome these challenges in order to achieve new developments in Chinese culture. To sum up, digital technology enabling the inheritance of fine traditional Chinese culture is a long-term and arduous task, which requires continuous efforts and continuous innovation. In future studies, we should continue to explore this field in depth and make new contributions to the development of Chinese culture.

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