

Research on the Inheritance and Development of Chinese Fine Traditional Culture under the Background of Internet+

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Abstract: With the advent of the Internet + era, cultural inheritance has achieved significant improvement and innovation. This not only accelerates the speed and influence of traditional Chinese culture, but also enhances the public's awareness of cultural inheritance, expands the way of inheritance, and makes the multiple values of traditional culture fully displayed. In order to deeply understand the problems faced by the inheritance and development of Chinese traditional culture in the Internet + era and the reasons for them, we need to put forward a series of comprehensive suggestions to promote the continuous progress of traditional culture and develop a cultural inheritance and development model with Chinese characteristics, which will lay a solid foundation for enhancing China's cultural soft power.

Keywords: Internet +; Excellent traditional Chinese culture; Inheritance and development

1. Problems facing the inheritance and development of fine traditional Chinese culture in the context of Internet Plus

1.1 Infiltration of Western culture

Western culture has quietly influenced every level of Chinese society and has had a profound impact on our traditional cultural concepts. Given the open nature of the Internet, such cultural penetration is inevitable. This has led to a gradual weakening of the public, especially young people, in their awareness of respecting and protecting China's fine traditional culture, and lower expectations for cultural quality. Teenagers, in particular, are particularly affected by Internet culture, and they tend to follow the trend and pursue foreign culture, which to some extent leads to the decline in the understanding and mastery of traditional culture among the post-80s and post-90s generations^[1].

1.2 The challenge of cultural diversity

With the popularization of the Internet, multi-cultural exchanges have become more frequent on a global scale, which poses new challenges to the inheritance of fine traditional Chinese culture. The openness of the Internet provides a platform for the exchange and integration of different cultures, but it also brings a test to the inheritance of traditional culture. Looking back at history, we can see that traditional culture has faced many challenges in the process of inheritance. At the current stage, the hidden nature of the Internet has allowed some self-centered values to have an impact on the public, especially young people, which may be detrimental to the inheritance and development of traditional culture. Too much exposure to complex cultural phenomena during the critical period of value formation for young people may cause confusion in their values, thus posing a threat to the inheritance of excellent traditional Chinese culture.

1.3 Changes in cultural carriers

The popularity of mobile devices has accelerated the penetration of the Internet into our lives. This trend has led to fundamental changes in the way people access information and read, bringing new difficulties to the spread of fine traditional Chinese culture. Slow progress has been made in updating and improving fine traditional Chinese culture, and its language and ways of expression have

not yet advanced with The Times, making it difficult for the public to deeply understand and grasp the essence of these cultures. In addition, the promotion of traditional culture still mainly relies on traditional means of communication.

2. Analysis of the causes of inheritance and development of Chinese excellent traditional culture under the background of Internet +

2.1 Chinese fine traditional culture is challenged by multiple cultures

The openness of the Internet provides space for the exchange of different cultural views. Western countries promote their own cultures through the Internet, which makes the spread of multiculturalism in our country more obvious and has a significant impact on many industries. Fine traditional Chinese culture has been inherited and developed for thousands of years, but the esoteric nature of some contents makes it difficult to popularize and understand them. In contrast, newer foreign cultures are more easily accepted by the public, which promotes the rapid spread of multiculturalism. The influx of multiculturalism poses a challenge to the inheritance and development of China's fine traditional culture and is not conducive to enhancing the country's cultural influence. Recognizing the possible negative effects of multiculturalism shock on cultural inheritance and development, and enhancing understanding of the value of fine traditional Chinese culture is of great significance for its use as a core element to enhance unity and attractiveness within the country^[2].

2.2 The lack of effective connection between the Internet and traditional culture

The communication means of Chinese excellent traditional culture are diversified, including but not limited to texts, ancient books and historical buildings. Due to China's vast territory and abundant resources, there are differences in understanding and acceptance of traditional culture in different regions. This cognitive difference has hindered the popularization of traditional culture and limited all Chinese citizens' experience of the deep charm of fine traditional Chinese culture. Although the Internet has a powerful function of information sharing, the innovation and transformation of traditional culture on the Internet have not yet achieved the expected effect, resulting in the limitation of means of cultural transmission, which is not conducive to creating a good environment for cultural inheritance. In order to enhance the communication power and influence of traditional culture, it is necessary to make use of the power of the Internet to carry out scientific innovation and modernization reform of traditional culture, promote its sustainable development, and update the communication media. In this way, the communication effect of excellent Chinese traditional culture can be improved, and its internationalization process can be promoted, so that Chinese culture can shine on the global stage.

3. Research on the inheritance and development strategies of fine traditional Chinese culture in the context of Internet +

3.1 Optimize the system of traditional cultural industry and innovate development types

In order to enhance public awareness of cultural heritage, we need to strengthen publicity and education on cultural inheritance to improve public understanding of the importance of cultural heritage. This will not only help to enhance the cultural self-confidence of the nation, but also ensure that our cultural identity is maintained and help the younger generation fend off potentially misleading values. Against the backdrop of globalisation, the Internet has become an important platform for cultural export. Therefore, we should make use of this platform to actively promote China's fine traditional culture, and cultivate positive thoughts among young people through the guidance of socialist core values, so as to counter the erosion of bad information. In addition, we should make use of Internet technology to innovate the ways of spreading traditional culture. In the "Internet plus" environment, we can break the traditional mode of education and book dissemination and develop and optimize cultural products to meet the needs of different groups through online platforms. For example, we can design relevant cultural video and audio content for teenagers and the elderly to make traditional culture more interactive and interesting. Meanwhile, cultural inheritance also needs to keep pace with The Times. We should make innovations in traditional culture to bring it closer to modern life and expand its influence. This includes creating cultural content in line with the spirit of The Times, so as to shorten the distance between culture and the public. Finally, establishing a sound cultural industry system and strengthening the construction of cultural brands is crucial to enhancing the market competitiveness of traditional culture. This can not only improve the value of cultural products, but also maximize their economic and social value while ensuring the scientific nature of cultural inheritance, while avoiding the risk of over-commercialization^[3].

3.2 Build a cultural sharing platform to inherit and develop excellent traditional culture

First, family education and cultural inheritance. China can strengthen the inheritance of family culture through family

environment, which will help more citizens to experience the profound charm of traditional culture in the process of social governance, so as to maintain cultural confidence under the impact of diverse cultures. Inheriting family tradition culture not only enables contemporary people to have a deep understanding of the excellent culture passed down for thousands of years, but also exerts a positive influence on young people through the edification of the family, and enhances the awareness of cultural inheritance of the whole society. Secondly, cultural exchange and comment. Organize and carry out cultural commentary activities to encourage more participants to join the cultural dialogue, so as to expand the influence of fine traditional Chinese culture. Using online platforms, administrative agencies can optimize cultural communication strategies and turn classical literary works and historical events into interactive and easy-to-share micro films and variety shows, so as to attract wider groups to participate in cultural commentary. Third, the strengthening of online cultural inheritance. The diversified exchange of ideas on the Internet may have both positive and negative effects on teenagers. Therefore, it is necessary to strengthen supervision and guidance on the spread of online culture, support educational institutions to develop online educational content related to excellent traditional Chinese culture, help young people establish correct cultural cognition, and use the essence of traditional culture to shape their character, so as to enhance their cultural confidence. Finally, we media and cultural inheritance. By strengthening the construction of we-media platforms, local communities are encouraged to participate in the inheritance of traditional culture, so as to improve the popularity and accessibility of cultural inheritance. In this way, the traditional culture favored by the public can be further developed and promoted, while the public's enthusiasm to participate in cultural inheritance can be aroused, and resources and strength can be concentrated in the key stage of cultural inheritance.

4. Concluding remarks

In the contemporary era of integrating Internet + elements, inheriting and developing excellent traditional Chinese culture is a long-term and comprehensive task. This cultural tradition, which has a long history and contains 5,000 years of profound deposits, has given the Chinese people spiritual nourishment and enabled us to actively face the impact of diverse cultures. At the same time, it has also promoted the systematic protection and progress of the nation's traditional cultural heritage in the Internet + era. China needs to continuously strengthen its outstanding traditional culture, promote its inheritance and innovation, and ensure that the essence of these cultures can continue to shine. This will not only enhance the country's overall strength, but also hold the key to realizing the dream of the great rejuvenation of the Chinese nation and help propel the country to a higher level of development.

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