

Research on the youth's inheritance of Chinese excellent traditional culture in the digital age

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Abstract: the new round of industrial reform and technological revolution has led to the rapid upgrading of digital technologies such as artificial intelligence, cloud computing, Internet and big data, and the society has also entered the digital era from the traditional industrial era. In the current era, the inheritance of Chinese excellent traditional culture should advance with the times and change with the trend. We should use different means, methods and technologies to creatively transform Chinese excellent traditional culture. Pushing the reconstruction and transformation of traditional culture has become one of the historical tasks faced by young people in the digital age.

Key words: digital age; Youth; Chinese excellent traditional culture

1. Question raising

The report of the 20th National Congress of the Communist Party of China pointed out that “China’s excellent traditional culture has a long history, is broad and profound, and is the crystallization of the wisdom of Chinese civilization. It is an important embodiment of the outlook on the universe, the world, society and morality accumulated by the Chinese people in their long-term production and life.” This profoundly expounds our party’s position and attitude towards Chinese excellent traditional culture, and provides an important theoretical basis for inheriting Chinese excellent traditional culture. Chinese excellent traditional culture is the intangible and material spiritual civilization formed in the long-term life practice of the Chinese nation, which still has a profound impact on the daily life of the Chinese people. Immaterial Chinese excellent traditional culture, such as Tang poetry, Song Ci, traditional festivals, 24 solar terms, 12 Chinese zodiac, etc.; material Chinese excellent traditional culture, such as New Year pictures, window decorations, lanterns, ancient buildings, all kinds of national musical instruments, etc., shape the past of the Chinese nation, affect the present of the Chinese nation, and also define the future of the Chinese nation. With the new round of scientific and technological revolution and industrial change, society has entered the digital era from the traditional industrial era. Digital knowledge and information has gradually become an important driving force for key production factors, economic structure optimization and work efficiency improvement. In the new era, the economic base characterized by digital economy determines that the cultural field in the superstructure should also match it, inherit the excellent traditional Chinese culture, and creatively transform it. Combine the characteristics of information guidance, open sharing, and intelligent integration of the times, and according to social changes, advance with the times and update with the situation, Use different means, methods and technologies to improve the implementation of related work. In short, we should innovate our values and theories on the basis of the culture created by our predecessors, so as to keep the excellent content of traditional culture alive forever.

To maintain the vitality of Chinese culture, first, people should deal with the relationship between creators and audiences; second, practice should deal with the relationship between tradition and innovation; third, keep pace with the times and deal with the relationship between inheritance and development. “The culture created by young people promotes the innovation of the mode of transmission, forms of expression and connotative value of Chinese excellent traditional culture. Young people play an irreplaceable role and have unparalleled advantages in the process of their innovative development and creative transformation. With the continuous upgrading of new technologies such as artificial intelligence, cloud computing, Internet and big data, it has become one of the historical tasks of young people in the digital age to promote the reconstruction and transformation of traditional culture in combination with the development background of the times and the law of cultural development.

2. The significance of inheriting Chinese excellent traditional culture in the digital age

1. The excellent Chinese traditional culture is the spiritual foundation for the inheritance and development of the Chinese nation

The Chinese civilization has lasted for five thousand years without interruption and has strong vitality. Before modern times, the powerful appeal, attraction and tolerance of the Chinese civilization made the Chinese nation a well deserved core of the East Asian cultural circle. It has always stood firmly in the forefront of the world’s nations, and has drawn on its strengths and inclusiveness in the process of exchanges and mutual learning with other civilizations, Sustained renewal of vitality and vigor is the spiritual foundation for the Chinese nation to have unparalleled national confidence and unparalleled strong driving force. We must always gain strength from the excellent traditional Chinese culture and not fear difficulties on the road of promoting Chinese style modernization.

2. Chinese excellent traditional culture is the source of strength to establish and strengthen cultural confidence

Chinese excellent traditional culture is the accumulation of more than 5000 years of Chinese civilization, carrying the deepest spiritual pursuit of the Chinese nation, is the unique spiritual banner of the Chinese nation, and is the source of establishing and strengthening cultural confidence and enhancing national cohesion and centripetal force. It is necessary to in the new era, only by firmly taking root in the excellent traditional Chinese culture, learning methodology, drawing spiritual power from it, and building a strong spiritual civilization matching the great rejuvenation of the Chinese nation, can we better gather ideological consensus and resist the division, disintegration and erosion of the wrong ideological trend on the people.

3. Chinese excellent traditional culture is a strong guarantee for carrying forward and disseminating Chinese civilization

The report of the 20th National Congress of the Communist Party of China pointed out that “we should enhance the dissemination

and influence of Chinese civilization”. “Among the four major civilizations, the Chinese civilization is the only one that has not been interrupted. It is an organic combination of Chinese excellent traditional culture, Chinese revolutionary culture and the new socialist culture. In the historical process of realizing Chinese style modernization, we need to actively build a Chinese discourse system, and to obtain the international discourse power, we must draw nutrients from the excellent traditional Chinese culture.

3. Advantages of youth inheriting Chinese excellent traditional culture in the digital age

1. Spiritual characteristics of youth in the digital age

In the whole social structure, youth are the most dynamic and positive force, representing the future of the nation and the hope of the country. With the prosperity and development of China in the digital age, the youth in the digital age have unprecedented material conditions and colorful resources for spiritual growth, so they have an incomparably broad cultural vision. “Chinese youth in the new era” pointed out that “the Internet has profoundly shaped young people, and young people also have a profound impact on the Internet. The Internet has become an indispensable lifestyle, growth space and ‘sixth sense’ for contemporary teenagers.” Young people in the digital age are “Internet natives”. They naturally have the characteristics of “openness, freedom and sharing” of the Internet, which are embodied in an open and inclusive attitude, free and active thinking, and the concept of shared development.

2. Advantages of young people in inheriting Chinese excellent traditional culture in the digital age

The first is innate cultural confidence and broad international vision. According to the relevant survey in 2020, the vast majority of young people sincerely agree with the path of socialism with Chinese characteristics and are full of confidence in promoting the development of Chinese style modernization. In the process of growing up, the contemporary youth have been widely exposed to digital technology, and have experienced the continuous prosperity and strength of the country and the continuous improvement of the comprehensive national strength. They are equal to the contemporary world. The drawbacks of the “sediment rising” of anti globalization have been fully exposed, which makes the youth have a strong national confidence, national identity, strong national confidence and firm national belief based on their in-depth understanding of China and the world... They have a deeper sense of mission and responsibility for the inheritance and development of the excellent Chinese culture. They can not only quickly learn the advantages and strengths of Western society, but also face the reality that we are still in the primary stage of socialism for a long time. Moreover, they are not afraid of the impact of Western values, but have a clearer understanding of their essence under the veil of hypocrisy and warmth. In 2022, at the Beijing Winter Olympic Games, young Chinese athletes, young volunteers, and young spectators applauded every player, It appropriately interprets the sentence that “strong cultural confidence supports them to pursue higher, faster, stronger - more united Olympic spirit with a more inclusive and open mind”.

The second is the innovative consciousness and practical ability. In recent years, the emerging cultural phenomenon of “national style” and “national tide” has frequently appeared in the newspapers and triggered a hot search. The phenomenon of “national style and national tide” is a new trend of ingenious combination of Chinese excellent traditional culture and the times, which is inseparable from the inheritance and innovation of excellent traditional culture by young people in the digital age. In 2021, the “China Festival” series of Henan satellite TV, which swipes the screen of the circle of friends, revived the thousand year old silent terracotta dance of Tang music “Tang Palace Banquet”, and the underwater flying dance “pray”. At the end of 2022, Xinhua news agency released the video Number “2022 in the national style in 2 minutes”, which showed the Han costumes of various dynasties, “green waist” The national style culture such as the intangible heritage fish lantern dance performance at the opening ceremony of Anhui Normal University Games is rooted in the profound heritage of Chinese excellent traditional culture and also has the characteristics of the times and modernity. They are all from the hands of young people, which fully demonstrates the characteristics of young people in the digital age who are good at digging and looking for the highlights of Chinese excellent traditional culture.

4. Challenges and practice path of youth inheriting Chinese excellent traditional culture in the digital age

After entering the digital age, Chinese excellent traditional culture needs to undertake a new mission, and its inheritance and development may face the following three challenges. First, whether the society has always been consistent in its attitude towards the excellent traditional Chinese cultural resources. The second is whether the way in which the society preserves the excellent traditional Chinese cultural resources conforms to the development of the times. Third, whether the mode and means of transmission of Chinese excellent traditional cultural resources conform to the habits of the audience.

1. Establish the concept of digital thinking to help protect and inherit the excellent traditional Chinese culture in the era

Digital thinking is mainly based on data and algorithms to solve problems and understand behaviors. Digital transformation is the general trend of global development. In the face of the advent of a digital society, young people must firmly establish digital thinking, collect data related to Chinese excellent traditional culture by using algorithms and programs, analyze and design it based on big data, combine traditional elements with contemporary perspective, and strengthen the mining of the Era Connotation of Chinese excellent traditional culture. The use of digital technology, with the help of digital mode to present the excellent traditional Chinese cultural resources, with the help of digital technology to strengthen the protection of cultural heritage. For example, the establishment of an online digital resource library of Chinese excellent traditional cultural resources will help the inheritance of Chinese excellent traditional cultural resources and make cultural resources fresh.

2. Using digital technology to enable the presentation of Chinese excellent traditional culture

Advanced digital technologies such as 3D video, AR (augmented reality), VR (virtual reality), 5g and big data are effectively promoting the “living” of China’s excellent traditional cultural resources. For example, the dance “Tang Palace Banquet” combines the modeling of

the museum's three color terracotta music with the characteristics of Tang costumes to create a group of smart and playful girls in Tang costumes, and uses the virtual background to transform the stage into a Tang Palace, With the strong Tang aesthetics, the audience will walk through the historical tunnel and enjoy the dancers' performances. The excellent traditional Chinese cultural resources with a long history are inexhaustible cultural treasures. In the digital age, young people should present the ancient civilization of thousands of years ago through various digital technology means, artistic, film and television, materialization and other ways, so as to make the virtual reality and the ancient and modern blend.

3. Expand digital communication channels and promote the values of Chinese excellent traditional culture

The popularity of digital devices such as tablet computers and mobile phones among young people, as well as diversified digital communication carriers such as short videos, live webcasts and real-time topic interactions, have stimulated the expression enthusiasm of the masses, especially young people, so that excellent traditional Chinese cultural programs can quickly spread and maintain popularity in the social field at a faster speed, which also makes people have new ideas. The ideas of youth groups with new ideas and new ideas are "realized" immediately, which is easy to attract peers with the same frequency resonance, and eventually cause resonance in the whole society, forming a large-scale communication effect. At the same time, "the international community is paying more and more attention to China. They... Want to know China's historical heritage, customs, national characteristics, etc." Young people express less ideological content and are more likely to be recognized and accepted in cross-cultural output, which is conducive to telling Chinese stories and spreading Chinese voice.

4. Strengthen digital cultural services and build a digital consumption scene of Chinese excellent traditional cultural products

With the popularity of national style games such as "glory of the king" and "100 sceneries in the south of the Yangtze River" at home and abroad, the actual sales revenue of China's independently developed games in the overseas market in 2021 was \$18.013 billion. The popularity of Guoman film has brought new opportunities for the development of digital culture industry with Chinese excellent traditional culture as the main content, and also fully reflects the strong demand of the public for cultural identity. In this case, young people should focus on digital cultural services, continue to produce digital cultural products based on Chinese excellent traditional culture, and build a digital consumption scene with Chinese excellent traditional cultural resources as the core, which will help promote the development of digital industry of Chinese excellent traditional culture and form a snowball like virtuous cycle.

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