

Research on Mass Cultural and Artistic Creation Based on Chinese Outstanding Traditional Culture

Ma Yihan

Hebei Academy of Fine Arts, Shijiazhuang, Hebei, China, 050700

Abstract: This paper aims to explore the significance and development strategies of mass cultural and artistic creation based on Chinese outstanding traditional culture in contemporary society. In the current context of cultural diversity and marketization, mass cultural and artistic creation based on Chinese outstanding traditional culture possesses unique value. The paper first analyzes the important roles of mass cultural and artistic creation based on Chinese outstanding traditional culture in promoting national spirit, enriching people's spiritual and cultural life, fostering cultural industry development, and promoting the prosperity and growth of socialist culture. Then, it puts forward development strategies such as strengthening policy guidance and support, deepening cultural system reform, improving the quality of creative teams, expanding communication channels, focusing on commercial operations, encouraging cross-border cooperation, and strengthening the protection and inheritance of traditional cultural resources. These strategies aim to further promote mass cultural and artistic creation based on Chinese outstanding traditional culture, laying a solid foundation for the prosperity and development of China's cultural cause. Through in-depth research on relevant issues, this paper aims to provide theoretical guidance for the development of Chinese outstanding traditional culture in contemporary society, contributing to the prosperity and development of China's cultural cause.

Keywords: Chinese Outstanding Traditional Culture; Mass Cultural and Artistic Creation; Characteristics; Status Quo; Important Roles

1. Introduction

1.1 Research Background and Significance

With the attention paid to cultural causes by the state and the exploration and inheritance of traditional culture, mass cultural and artistic creation based on Chinese outstanding traditional culture has gradually become a major feature of contemporary cultural development. Chinese outstanding traditional culture is a treasure of the Chinese nation, containing a rich spiritual connotation and artistic expression. In the context of the new era, promoting mass cultural and artistic creation based on Chinese outstanding traditional culture is not only helpful to carry forward the national spirit and enhance national pride but also can enrich people's spiritual and cultural life and promote the development of cultural industry.^[1]Therefore, studying mass cultural and artistic creation based on Chinese outstanding traditional culture has important theoretical significance and practical value.

1.2 Research Content and Methods

This paper takes Chinese outstanding traditional culture as the background, analyzes the characteristics, current situation, and important roles of mass cultural and artistic creation in contemporary social development, aiming to provide theoretical support for further promoting mass cultural and artistic creation based on Chinese outstanding traditional culture. The main research methods include literature analysis, empirical analysis, and case analysis. Literature analysis is used to sort out the relevant theoretical system and research status; empirical analysis is used to collect data to objectively describe the current situation of mass cultural and artistic creation based on Chinese outstanding traditional culture; case analysis is used to deeply analyze representative literary and artistic works to reveal the inheritance and innovation of Chinese outstanding traditional culture in contemporary mass cultural and artistic creation.

This paper will systematically expound the characteristics of Chinese outstanding traditional culture

and its embodiment in mass cultural and artistic creation, analyze the current situation of mass cultural and artistic creation based on Chinese outstanding traditional culture, explore its important roles in contemporary social development, and put forward corresponding development strategies. It is hoped that this research will provide certain theoretical guidance for the inheritance and development of Chinese outstanding traditional culture in contemporary mass cultural and artistic creation, and promote the prosperity and development of China's cultural cause.

2. The Characteristics of Chinese Outstanding Traditional Culture and Its Expression in Mass Cultural and Artistic Creation

Chinese outstanding traditional culture is a treasure accumulated by the Chinese nation's thousands of years of civilization, with a rich connotation and unique characteristics. In mass cultural and artistic creation, these characteristics are fully demonstrated. Here are some aspects to explain the characteristics of Chinese outstanding traditional culture and its expression in mass cultural and artistic creation.

2.1 Inheritance of Patriotism

Patriotism is an important part of Chinese outstanding traditional culture, carrying the historical heritage of the Chinese nation for thousands of years. Throughout history, countless Chinese people have made great efforts and sacrifices for the prosperity and strength of the country, the dignity of the nation, and the happiness of the people. In Chinese traditional culture, loyalty is a noble virtue, manifested as the loyalty of subjects to the country, the emperor, and the nation. In history, many loyal people have paid with their lives and dignity for the country, such as Yue Fei and Wen Tianxiang. Their loyal spirit is considered a specific manifestation of patriotism.^[2] Traditional culture emphasizes diligence and cooperation, and hard work. This is still of great significance in modern society. Concepts such as wealth through diligence and innovation are the inheritance of the Chinese nation's professional spirit. In traditional culture, many heroes and heroes are willing to risk their lives and sacrifice for the sake of national interests and national dignity. This kind of courageous spirit was fully demonstrated in historical periods such as the Anti-Japanese War and the Liberation War. Chinese traditional culture emphasizes national pride and advocates maintaining national dignity and honor. In daily life, many people demonstrate their pride and self-esteem for the country and nation through their behavior and attitude.

In contemporary society, the spirit of patriotism has been further promoted and developed. People inherit and carry forward the spirit of patriotism by studying national history, visiting red education bases, and participating in patriotic education activities.

In literary and artistic creation, the spirit of patriotism is widely demonstrated. For example, films like "Hero" and "Wolf Warrior" tell the heroic stories of contemporary military personnel, showcasing the tenacious spirit and patriotism of the Chinese nation, and stimulating the national pride of the audience. In addition, many literary works, dramas, films, and TV series take the spirit of patriotism as the theme, inheriting and carrying forward this excellent tradition.

In summary, the spirit of patriotism is an important part of Chinese outstanding traditional culture. In contemporary society, we should continue to inherit and carry forward this spirit to strive for the great rejuvenation of the Chinese nation.

2.2 The Value of Harmonious Coexistence

Harmonious coexistence, as a core value of Chinese outstanding traditional culture, reflects the mutual respect, interdependence, and mutual promotion relationships between humans and nature, humans and society, and humans and humans. The Chinese nation has been advocating the concept of following the natural way and achieving harmony between heaven and humans since ancient times, emphasizing the need for humans to respect nature, adapt to nature, and protect nature. Traditional culture promotes the rational use of natural resources and advocates a green, low-carbon lifestyle to achieve harmonious coexistence between humans and nature. Harmonious society is an ideal goal pursued by Chinese traditional culture. Traditional culture emphasizes the mutual care and cooperative assistance between people, advocating fairness, justice, and tolerance to achieve harmonious coexistence among all sectors of society and ethnic groups.^[3] Traditional culture emphasizes the harmony of interpersonal relationships, advocating politeness, tolerance, honesty, and trustworthiness,

and advocating harmony as the highest value, resolving disputes, and achieving peaceful coexistence between people. Traditional culture focuses on the cultivation of individuals, emphasizing inner peace and harmonious physical and mental health. Through inner training, individuals can achieve balance between body and mind, and harmony between humans and nature, thus realizing harmonious coexistence between individuals and nature and society.

In contemporary society, the value of harmonious coexistence has been further inherited and developed. Facing global ecological degradation and prominent social contradictions, China has put forward concepts such as building a community with a shared future for mankind, promoting green development, and achieving harmonious coexistence between humans and nature, aiming to promote harmonious coexistence worldwide.

In literary and artistic creations, the value of harmonious coexistence has been widely demonstrated. For example, films like "Crouching Tiger, Hidden Dragon" and "Gods at War" tell stories of disputes between immortals, monsters, and humans, showcasing the concept of harmonious coexistence and guiding audiences to pursue a harmonious and beautiful life. In addition, many literary works, dramas, films, and TV series all take harmonious coexistence as the theme, delivering this traditional virtue.

In summary, the value of harmonious coexistence is an important part of Chinese outstanding traditional culture. In contemporary society, we should continue to inherit and develop this value to strive for the great rejuvenation of the Chinese nation and promote harmonious coexistence worldwide.

2.3 Inheritance of Moral and Ethical Values

Moral and ethical values are an important part of Chinese outstanding traditional culture, carrying the thousands of years of civilization history of the Chinese nation. In traditional culture, moral and ethical values cover many aspects, such as benevolence, filial piety, loyalty, and integrity. The inheritance of moral and ethical values in contemporary society is of great significance. Benevolence is one of the core moral concepts of Chinese traditional culture, originating from Confucianism. Benevolence emphasizes the care for others and the joy of helping others, whether it is towards relatives or strangers. In contemporary society, the spirit of benevolence has been inherited, manifested in volunteer services, public welfare charity, and other aspects. Filial piety is one of the traditional virtues of the Chinese nation, manifested in the respect, care, and support for parents. In traditional culture, filial piety not only includes material support but more importantly, the spiritual care and companionship. In contemporary society, the spirit of filial piety has been inherited, with many people dedicated to caring for the elderly and promoting the traditional virtue of filial piety. Loyalty is one of the traditional virtues of the Chinese nation, manifested as faithfulness and trustworthiness towards the country, family, and friends. In politics, military affairs, business, and other fields, the spirit of loyalty has been widely inherited, providing a solid foundation for the stability and development of society. Integrity is an important moral concept in traditional Chinese culture, emphasizing consistency between words and actions and the fulfillment of promises. In contemporary society, the spirit of integrity has been inherited, with many people committed to honest business and honest living, contributing to the harmony and stability of society.

Traditional culture emphasizes the responsibility and commitment of individuals in society. In contemporary society, many people voluntarily assume social responsibility and actively participate in public welfare activities, contributing to the harmony of society and the happiness of the people. In traditional culture, moral education is considered an important means to cultivate the next generation. In contemporary society, moral education is increasingly valued, with schools, families, and society working together to cultivate the next generation with moral qualities. In literary and artistic creations, the inheritance of moral and ethical values has been fully demonstrated. For example, films like "Dream of the Red Chamber" and "To Live" tell the story of the ups and downs of character fate, showing the perseverance and inheritance of traditional moral and ethical values in modern society, and triggering audience reflection on moral and ethical issues.^[4]

2.4 Diversity of National Cultures

The diversity of national cultures is one of the important characteristics of socialism with Chinese characteristics. In the long-term historical development, the 56 ethnic groups in our country have formed unique cultural traditions, jointly constituting a rich and colorful national cultural painting. Various ethnic groups in our country have their own languages. These languages have their own characteristics and reflect the historical, cultural, and regional characteristics of the ethnic groups.

Various ethnic groups in our country believe in multiple religions, including Buddhism, Taoism, Islam, Catholicism, and Christianity. Religion plays an important role in the culture of each ethnic group, affecting aspects such as national psychology, moral concepts, and etiquette customs, and also reflecting the uniqueness of national culture. Ethnic groups have rich literary and artistic forms, such as poetry, prose, novels, drama, opera, Quyi, painting, sculpture, and architecture. These artistic forms have their own characteristics and showcase the aesthetic value and creativity of national culture. The traditional festivals in our country are colorful and diverse, such as the Spring Festival, Dragon Boat Festival, Mid-Autumn Festival. These festivals reflect national customs, religious beliefs, and historical culture. Folk crafts of various ethnic groups have unique characteristics, such as paper-cutting, embroidery, weaving, carving, lacquerware, ceramics, etc. These handicrafts demonstrate the manual skills and wisdom of the ethnic groups and have become an important carrier of national culture. National customs and habits vary, such as wedding, funeral, diet, clothing, residence, etiquette, etc. These customs and habits embody the traditional spirit and cultural connotation of national culture.

In contemporary society, the diversity of national cultures has been fully protected and inherited. The government has introduced a series of policy measures to support the research, inheritance, and development of national culture. Many cultural projects of ethnic groups have been listed as national intangible cultural heritage and have received key protection and inheritance. At the same time, national culture plays an important role in fields such as literary and artistic creation, tourism industry, and cultural industry, providing strong support for the economic and social development and people's happy life in ethnic areas.

In summary, the diversity of national cultures is one of the important characteristics of socialist culture in our country. In contemporary society, we should continue to protect and inherit national culture, explore the connotation and value of national culture, promote cultural exchanges and integration among ethnic groups, and contribute to the realization of the Chinese Dream of national rejuvenation.

3. The current situation and significant role of mass cultural creation based on Chinese excellent traditional culture

In recent years, the creation of mass culture based on Chinese excellent traditional culture has been widely concerned and valued. With the strong support of the Chinese government, mass cultural creation has developed vigorously, showing a colorful and dynamic situation. Here are a few aspects of the current situation of mass cultural creation based on Chinese excellent traditional culture:

3.1 Increase in policy support

The government increases its financial investment in the cultural industry to provide financial guarantees for mass cultural creation based on excellent traditional Chinese culture. For example, cultural development funds, cultural industry support funds, and other measures are established to subsidize excellent literary and artistic works. A series of tax preferential policies are introduced to grant tax reductions to cultural enterprises, artistic creation teams, and other organizations, reducing their operating costs. Encourage local governments to formulate supporting policies for cultural causes, and increase support for mass cultural creation based on excellent traditional Chinese culture. For example, preferential policies can be provided in areas such as land, talent, and projects.

In the past, policy support was mainly focused on state-owned cultural institutions and enterprises. Now it is gradually expanding to private artistic teams and individual creators. This enables more mass cultural creation based on excellent traditional Chinese culture to receive policy support. The government guides artistic workers to create more works based on excellent traditional Chinese culture by organizing various literary and artistic awards, exhibitions, performances, and other activities. At the same time, it strengthens the guidance of literary and artistic reviews, promoting the attention and promotion of outstanding works by the critical community. The government strengthens the execution of cultural policies to ensure that support measures are effectively implemented. It strengthens the process management and supervision of artistic creation to improve the effectiveness of policy implementation. The government encourages the integrated development of the cultural industry with industries such as tourism, education, and technology, providing a larger market space for mass cultural creation based on excellent traditional Chinese culture.

3.2 Combination of inheritance and innovation

The combination of inheritance and innovation is an essential principle for maintaining the vitality and unique charm of inheriting and developing excellent traditional Chinese culture. During the creative process, artists should deeply study the connotation of excellent traditional Chinese culture, draw nourishment from it, and excavate elements with practical significance and era value. This helps to make works have deeper ideological connotations while providing materials for innovation. On the basis of maintaining the characteristics of traditional culture, creators should pay attention to modern aesthetic trends and integrate fashionable elements and modern aesthetics into their works. This can make traditional culture more attractive and bring new artistic experiences to the audience. Based on the inheritance of traditional culture, artists should constantly explore new expression methods and techniques to break through the boundaries of traditional art. For example, they can inject new vitality into traditional art using modern scientific and technological means or assign new expression forms to traditional culture by drawing on international artistic techniques. The combination of inheritance and innovation is also reflected in the cross-border integration of different art forms. For example, combining drama, music, dance, art and other art forms to create comprehensive works that bring new visual and auditory experiences to the audience. During the inheritance and innovation process, creators should pay attention to people's needs, take the people as the center, and draw inspiration from the life and practice of the masses. This helps make works more intimate and practical. Strengthening the training of inheritors and innovators of traditional culture is an important guarantee for the combination of inheritance and innovation. Governments, schools, and enterprises should increase their efforts to train cultural inheritors and innovators, providing talent support for the development of traditional culture. Governments, social organizations, and enterprises should jointly build platforms and channels for inheritance and innovation, providing opportunities for artistic creation, display, and exchange. This helps stimulate creative vitality and promote the integration and development of traditional culture and modern society. Encourage all sectors of society to participate in the inheritance and innovation of traditional culture, forming a good atmosphere of universal participation and joint inheritance and innovation. Through various activities, exhibitions, lectures, etc., improve the public's awareness and identity of traditional culture.

In summary, the combination of inheritance and innovation is the key to promoting excellent traditional Chinese culture. Inheritance and innovation go hand in hand, allowing traditional culture to maintain vitality and inject new cultural connotations and spiritual strength into modern society.

3.3 Expansion of communication channels

With the development of technology and the diversification of communication methods, the communication channels for mass cultural creation based on excellent traditional Chinese culture continue to expand. This includes television stations, radio stations, newspapers, magazines, etc., which promote traditional cultural artworks through broadcasting and publishing, allowing more people to understand and appreciate them. New media platforms such as the Internet, mobile terminals, etc., provide a vast space for the dissemination of traditional culture. Literary and artistic works can be disseminated through websites, social media, video platforms, audio platforms, etc., achieving rapid and widespread coverage of audiences. Setting up cultural walls, exhibitions, and performances in public places such as parks, squares, stations, and shopping malls allows people to feel the charm of traditional culture in their daily life. By hosting community cultural activities such as folklore exhibitions, artistic performances, handicraft displays, etc., residents can experience and understand excellent traditional Chinese culture up close. Combining traditional culture with the tourism industry, cultural areas, characteristic towns, intangible cultural heritage displays, etc. are established to attract visitors to experience and disseminate excellent traditional Chinese culture. Actively participating in international cultural exchange activities such as art festivals, expos, academic discussions, etc., displaying excellent traditional Chinese culture and promoting international understanding and friendship.

Incorporating traditional culture into the basic education system by offering related courses, lectures, practical activities, etc., cultivates teenagers' awareness of inheriting and carrying forward excellent traditional Chinese culture. Strengthening the construction of cultural facilities such as museums, libraries, theaters, etc., provides a fixed venue and platform for the dissemination of traditional culture. Encouraging non-governmental organizations to actively participate in the dissemination of traditional culture, such as traditional culture promotion associations, research institutions, hobbyist groups, etc., promoting traditional culture through event hosting, learning exchanges, etc. Cross-industry cooperation

with other industries such as film, animation, gaming, etc., integrates traditional cultural elements into various works, expanding the communication scope. The expansion of communication channels provides more opportunities for the display and dissemination of mass cultural creation based on excellent traditional Chinese culture, allowing more people to understand, appreciate, and inherit excellent traditional Chinese culture.

In summary, the current situation of mass cultural creation based on excellent traditional Chinese culture shows a prosperous and developing trend. With the policy support, market promotion, and innovation-driven mechanisms, it is believed that more outstanding works will emerge in the future, providing the public with a rich spiritual and cultural enjoyment. The development of mass cultural creation based on excellent traditional Chinese culture is promising in contemporary times. We should continue to deepen reforms, innovate creation methods, improve work quality, and provide the general public with a diverse range of artistic works, contributing to the realization of the Chinese Dream of national rejuvenation.

4. Conclusion

In summary, the creation of mass culture based on excellent traditional Chinese culture holds great significance in contemporary society. Through digging and inheriting traditional cultural resources, a rich and diverse range of works are created, carrying forward the national spirit, enriching people's spiritual and cultural life, promoting the development of cultural industry, and driving the prosperity and prosperity of socialist culture.

To better promote the creation of mass culture based on excellent traditional Chinese culture, this article proposes development strategies such as strengthening policy guidance and support, deepening the reform of cultural system, improving the quality of creative teams, expanding communication channels, focusing on commercial operation, encouraging cross-border cooperation, and strengthening the protection and inheritance of traditional cultural resources. It is hoped that these strategies will provide certain theoretical guidance for the inheritance and development of excellent traditional Chinese culture in contemporary mass culture creation, and contribute to the prosperity and development of China's cultural cause. However, the creation of mass culture based on excellent traditional Chinese culture still faces many challenges, and we need to continuously explore and innovate in practice. Creators, government departments, and all sectors of society should work together to deeply mine traditional cultural resources, inherit and develop traditional artistic forms, provide more excellent spiritual and cultural products for the people in the new era, and contribute to the realization of the Chinese Dream of national rejuvenation.

In our future work, we need to strengthen the research on the creation of mass culture based on excellent traditional Chinese culture, pay close attention to the development trends of domestic and foreign culture, continuously enrich and develop the proposed development strategies, and provide more solid theoretical support for the development of China's cultural cause. At the same time, we should focus on practical exploration, encourage various regions to carry out various forms of mass cultural creation activities, stimulate creative vitality, and enable excellent traditional Chinese culture to shine with even greater brilliance in contemporary society.

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