

Sharing of Chinese Calligraphy and Management Art

Feifei Xu¹, Meijun Chen²

University of the Cordilleras, 101118

ABSTRACT. *With the constant change and development of the times, the life quality for Chinese residents is constantly growing, and the cultural literacy of individuals in China has also been significantly improved. The calligraphy art in our country contains the inheritance of history and culture. Calligraphy is a good way to express the author's thoughts and feelings, and improve our cultural accomplishments as well. Although the management art sounds like a kind of science, actually it has a certain correlation to coordination and integration with Chinese calligraphy. This article based on the current problems sharing of Chinese calligraphy and management art, and looking into an effective way to strengthen the sharing of Chinese calligraphy and management art.*

KEYWORDS: *Management art; Chinese Calligraphy; Management Art Sharing; Calligraphy Art*

1. The artistic conception and value of Chinese calligraphy

1.1 Traditional artistic conception of Chinese calligraphy

Although the artistic conception 'Yi jing' is a relatively abstract word, "Yi" representative the meaning of implication, and the so-called "Jing" expresses a certain dimensional realm. The things referred to by implication meaning that is not express a certain realm but can be inferred, the expectation was spread both by word and by implications, and the realm contains a kind of spiritual level, to put it together which present a high sense of feeling achieved from the spirit of thinking. In traditional Chinese Calligraphy, artistic conception is an important direction for research. Calligraphy does not create feelings through lines or strokes, which determines the overall Abstract. tone of calligraphy works. To get a better understanding of the artistic conception of Chinese traditional calligraphy culture, it is necessary to explore more about the related artistic conception of the work, and then improve it through relevant ancient books, to learn more about the views of ancient Chinese calligraphy. Such as the theory from some famous book is a theoretical book based on the continuous learning and summary of calligraphy.

1.2 The artistic value of Chinese calligraphy

Chinese calligraphy has certain originality and it is an important traditional cultural inheritance in China, their cherish and valuable features can be traced back to ancient times. Most of the traditional recording methods are on bamboo slips, in which the cost of recording is not only high but also requires a certain amount of energy to write, in this way it gradually forms a characteristic of simplification and fewer characters. Our ancients had a special sense of worship for the text itself, and it can be seen very well from the word “cherished words”.

The value of Chinese calligraphy is also reflected in two aspects. Firstly, Chinese traditional calligraphy has contributed a lot to the inheritance of numerous artistic works. As a carrier of Chinese history and traditional cultural expression, it contains the artistic charm of nationality and tradition. Following this, from the perspective of the outside, calligraphy works are showing the artistic conception of the writer by the combination of creativity and individual imagination. Of course, Chinese calligraphy also contains a certain philosophy of art. When the pen moves, it moves properly; when you act, the action is justified; when you feeling, the feeling is harmony. Calligraphy is a character in form, art in essence and love in implications. Chinese calligraphy put the “ren” and “yi” “dao”, “de” “li” “heart” “pai” “ge” “ti” “shi” “ together, to express the traditional culture of Chinese calligraphy and implicature.

Chinese calligraphy culture dominates the artistic with a very high status in our history, the value of artistic Chinese calligraphy is mutual improve with the actual value. Chinese Calligraphy has gone through a long history, the precipitation of thousands of years of calligraphy art value is inestimable. The challenges in various industries we are facing today can learn the lessons from the spirit of Chinese Calligraphy in many ways, we can use it to propose new management plans and visions for managers, to solve or improve problems by the accumulated experience of thousands of years of ancient people, and using the mechanism of Chinese calligraphy to advanced the management of various industries.

3. The aesthetic connotation of management art

Generally we distinguish the interface between management and art very well, but in fact, the meaning and function of management have been gradually recognized by the academic circle, and it is possible to carry out some relevant promotion. However, our studying of management art started quite late compared to other countries, and we still keep a very simple understanding of management art. In the process of related management, to get more improvement in managers' experience, managers need to have a better explanation and understanding of the art of management. The aesthetic connotation of the art of management has become an unavoidable problem with no doubt. So, creativity, emotion and other applicable degree are all becoming the good expressions of the unique aesthetics of management art. The most important reason that management art is called art is because of the close relationship between management and aesthetics, and

management art has sensibility and artistic conception from the perspective of aesthetics as well.

Art needs to be creative. For managers, it is a creative expression to coordinate and control the relations, changes among various departments, and find and solve problems step by step. In particular, managers have demonstrated the management of the crisis and reflected the creativity in the management art according to the emergency treatment and response of some non-fixed processes. The creativity of management art is based on the manager's wisdom, knowledge, quality, courage, experience, temperament, character, energy, and other aspects, which is a combination with art, reflecting the well independent and management, and also the embodiment and expression of the manager's ability and quality.

4. Sharing of Chinese Calligraphy and management art

4.1 Advantages of Sharing of Chinese Calligraphy and management art

In the current social environment, it can be well connected to the integration and sharing of management art with Chinese calligraphy, the essence of management art can be explored through the accumulation of calligraphy art. We can share certain principles that when we doing the artistic activities of calligraphers and the management activities because they have the same spiritual connotation from the two aspects of management and Chinese calligraphy. Consequently, calligraphy can help to improve the management art, learn from each other's advantages to getting better to enhance in their artistic level and value, and achieve a win-win situation gradually. Of course, the manager or administrator should pay attention to the completion of the management of artworks at the same time.

4.2 Methods of sharing Chinese calligraphy and management art

To get better integrate and share traditional Chinese calligraphy art and management art, it is necessary to choose the right way to get into. For instance, the layout of calligraphy works is related to the management art to some extent, and the text can be coordinated with the distribution of signatures and seals and so on. A mature calligrapher can coordinate these well, which means that they can make a better guarantee to the quality of calligraphy works with the position and proportion. Moreover, calligraphy works should be well prepared for every step of calligraphy works, and they need to have a certain plan before they are created. Similarly, the art of management requires strategic planning in advance. Only detailed preparation can help managers avoid making mistakes in the process of management, and even if accidents occur, the losses can be greatly reduced because of the good preparation. It is also an important method to implement a certain management strategic planning, which creates sustainable competitive advantages by implementing and making decisions on the strategic goals of the system approach and the organization. In the process of management, we should also pay attention to both its advantages and

disadvantages, coordinating the cooperation among various departments skillfully.

The general structure of calligraphy works and the changes of brushwork always have certain rules and regulations, with the central idea that who want to express, such as the formation of white and so on. This also means that the proportion and coordination of calligraphy works are matched very well and with more vivid emotional expression. To be better express the corresponding management art during the process of management art, we also need to make a reasonable allocation of resources, pay more attention to the control of staff and resources to make a rational allocation and overall planning.

5. Conclusion

The awareness of Chinese calligraphy has been gradually improved with the constant changes in the current times. The importance and urgency of Chinese calligraphy art shares some similarities with the art of management, and the overall planning of management art can also be used for reference. Art is the expression of creativity and coordination, no matter what, we should learn to express and convey the beauty of calligraphy art, cultivate the perfect personality of Chinese people, and strengthen the art of Chinese management.

References

- [1] Journalist of this magazine (2018). International seminar on “Chinese calligraphy history: ideas and opportunities”. Calligraphy, no.11, pp.159-160.
- [2] Jiang Wang (2018). Research on the application of Chinese calligraphy in teaching Chinese characters to foreign students. Shenyang normal university.
- [3] Jiancheng Chen (2016). Discussion on the sharing of Chinese calligraphy and management art. Management observation, no.2, pp.62-64.