

Traditional festivals and modern society: An examination of change and inheritance

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Abstract: *From the perspective of the relationship between traditional festivals and modern society, this paper deeply discusses the origin and evolution of traditional festivals and the changes of modern social life. This paper analyzes the inheritance value of traditional festival culture, as well as the inheritance and innovation of traditional festivals in modern society. Finally, it discusses the ways to integrate traditional festivals with modern society, including education inheritance, media publicity, holding activities, integrating into tourism and innovative forms. This paper aims to provide reference and inspiration for how to radiate new vitality in modern society, so as to promote the inheritance and development of national culture.*

Keywords: *traditional festival; modern society; change and inheritance*

1. Introduction

As an important part of China's history and culture, traditional festivals carry rich spiritual connotation and unique cultural value. With the rapid development of modern society, traditional festivals are facing a series of problems of change and inheritance^[1]. This paper starts with the relationship between traditional festivals and modern society, analyzes the origin and evolution of traditional festivals and its life changes in modern society, further examine the relationship between traditional festivals and modern society, and discusses how to realize the integration of traditional festivals and modern society in education, media, activities, tourism and innovation, in order to provide useful enlightenment for the inheritance and development of traditional festivals.

2. The relationship between traditional festivals and modern society

Traditional festivals are closely connected with modern society, and they change and develop in the mutual influence. As an important carrier of the long history and rich culture of the Chinese nation, traditional festivals carry people's local complex, family love concept and the spirit of patriotism and nationalism. In modern society, traditional festivals not only inherit the national culture, but also play an important role in strengthening family concepts and enhancing interpersonal and emotional communication. At the same time, the integration and collision of traditional festivals and modern life style and values also make the festival customs evolve constantly, to meet people's growing spiritual needs^[1-2].

3. Origin and evolution of traditional festivals

3.1 *The Origin of traditional festivals*

Traditional festivals originate from the human commemoration and celebration of natural phenomena, agricultural solar terms, myths and legends, and historical stories. In order to pray for a good harvest, ward away evil spirits and commemorate heroes, early humans gradually formed various festivals. These festivals are usually linked with specific days, customs, food and activities, and carry rich cultural connotations and national spirit. For example, the Spring Festival stems from the reverence of farming civilization, while the Tomb Sweeping Day and the Cold Food Festival are closely related to the commemoration of loyal martyrs and the culture of filial piety^[3].

3.2 The historical evolution of traditional festivals

Since ancient times, the traditional festivals have gone through a long historical evolution. From the sacrificial celebrations in the Xia and Shang dynasties, to the collection of literati in the Wei, Jin and Southern and Northern Dynasties, and then to the folk customs of the Tang and Song dynasties, the contents and forms of traditional festivals are gradually enriched and varied. During the Ming and Qing dynasties, the customs and activities of traditional festivals were more secular and entertaining, and close to people's lives. In modern society, traditional festivals are influenced by science and technology, globalization and other factors, showing the characteristics of integration and innovation. In this process, the traditional festivals constantly absorb new elements, adjust and change^[4]. From the original sacrificial activities to folk customs, and then to the leisure and entertainment of modern society, traditional festivals carry rich historical and cultural information and people's emotional demands. In the context of the rapid development of Chinese society, the integration and inheritance of traditional festivals and modern life is particularly important.

3.3 Relationship between traditional festivals and religion, culture and social customs

Traditional festivals are closely related to religion, culture and social customs. In China, many traditional festivals are derived from religious beliefs, such as the Lantern Festival, the Dragon Boat Festival, the Hungry Ghost Festival and so on. These festivals carry the belief culture and strengthen the belief concept of the people. At the same time, traditional festivals are also an important carrier of national culture, reflecting the characteristics and traditions of various nationalities. For example, the Spring Festival couplets, set off firecrackers, the Dragon Boat Festival dragon boat racing, eat zongzi, the Mid-Autumn Festival moon, eating moon cakes and so on, are unique social customs in China. In addition, traditional festivals also have the functions of strengthening family concepts, enhancing interpersonal and emotional communication, and become a common spiritual bond for people. With the development of society, the cultural connotation and customs forms of traditional festivals are constantly evolving, but they always maintain the inheritance and promotion of national culture^[5].

4. Traditional festivals and life changes in modern society

4.1 Changes of traditional festivals and customs

With the development of The Times, the traditional festival customs have gradually changed. Many traditional customs, such as setting off firecrackers and pasting Spring Festival couplets, are gradually being replaced by modern customs. At the same time, some festival activities have become more colorful, such as the Spring Festival Gala, Lantern Festival Lantern Festival. In addition, with the development of technology, online celebration has gradually become an emerging trend, such as wechat group red envelopes, Weibo interaction, etc. These changes make the traditional festivals more in line with modern people's lifestyle and aesthetic needs.

4.2 Influence of social changes on traditional festivals

Social changes have had a profound impact on the traditional festivals. With the acceleration of the urbanization process, people's life style and values have changed, and the way of celebrating traditional festivals has also been adjusted accordingly. For example, more and more people choose to celebrate festivals in the city rather than go back home. In addition, globalization has made foreign culture leave traces in China's traditional festivals, such as Christmas, Valentine's Day and other western festivals are gradually popular in China. These changes make the traditional festivals show the characteristics of integration and innovation.

4.3 Integration and conflict between traditional festivals and modern life style

Traditional festivals and modern lifestyles are integrated to a large extent. For example, when celebrating traditional festivals, people are increasingly using modern technology, such as grabbing red envelopes on mobile phones and online gatherings. However, this fusion also brings some level of conflict. With the acceleration of the pace of life, some people begin to ignore the customs and significance of traditional festivals, leading to the gradual weakening of the festive atmosphere. In addition, the excessive hype and false publicity of commercialization make the purity of traditional

festivals questioned. In this case, how to develop on the basis of inheriting the excellent customs of traditional festivals, innovation and development to adapt to the modern society, has become the focus of people's attention.

5. Inheritance and innovation of traditional festivals

5.1 The inheritance value of traditional festival culture

Traditional festival culture has rich national spirit and unique cultural value, and carries multiple cultural connotations such as history, folk customs and beliefs. Traditional festivals are not only the embodiment of national culture, but also an important carrier to enhance national cohesion and enhance national identity. Inheriting the traditional festival culture will help to carry forward the fine national traditions, cultivate patriotism and promote social harmony. At the same time, traditional festival culture also includes many folk cultural arts, handicrafts, food and other intangible cultural heritages^[6]. Inheritance of these cultural elements is of great significance to the protection of cultural diversity and the development of cultural industry.

5.2 Modern inheritance methods of traditional festivals

There are various ways of modern inheritance of traditional festivals, mainly including family inheritance, social inheritance and cultural inheritance. Family inheritance refers to the transmission of festival customs and traditional culture between family members, such as parents teaching their children to make traditional food, customs, etc. Social inheritance holds traditional festival activities to spread traditional culture through various cultural carriers, such as schools, communities and enterprises^[7]. Cultural inheritance carries forward the cultural connotation and spiritual value of traditional festivals through literature, art, media and other forms. In addition, the network platform has also become an important way to inherit the traditional festivals. People can understand, communicate and share the customs and culture of the traditional festivals through the network.

5.3 Innovation and development of traditional festivals

The innovation and development of traditional festivals is to integrate modern elements on the basis of respecting and inheriting traditional culture to make them more dynamic. The ways of innovative development include: firstly, integrating traditional cultural resources, such as holding characteristic cultural activities and developing traditional festival tourism products; second, using traditional science and technology, such as virtual reality and augmented reality, to add color to traditional festival activities; third, combining fashion elements, such as innovative festival costumes and traditional food innovation; fourth, cross-cultural exchange to absorb foreign cultural advantages to enrich the connotation and form of traditional festivals. In the process of innovation, attention should be paid to maintaining the cultural heritage of traditional festivals to avoid excessive commercialization and entertainment.

6. Review of the relationship between traditional festivals and modern society

6.1 The influence of traditional festivals on modern society

In terms of family concept, traditional festivals such as Spring Festival and Mid-Autumn Festival make people pay more attention to interpersonal relationship, friendship and other interpersonal relationships in the fast-paced life. These festivals give people a chance to abandon their busy work, return to their families, accompany their families, and enhance their relationships. At the same time, the celebrations of traditional festivals, such as paying New Year's greetings and appreciating the moon, also provide a platform for people to communicate and interact, narrowing the distance between people.

In terms of cultural inheritance, traditional festivals such as the Dragon Boat Festival and the Qingming Festival have carried forward China's excellent culture and enhanced their sense of national identity. These festivals contain rich folk culture, historical legends and national spirit, which will help to cultivate the people's cultural confidence and promote cultural inheritance. At the same time, the traditional festivals can also enhance the understanding and exchanges among various ethnic groups, and help to build a harmonious society. In terms of economy, traditional festivals have a positive driving effect on modern commerce, tourism and other industries. For example, the shopping and tourism boom

during the Spring Festival, as well as the sales of special products during the Mid-Autumn Festival and the Dragon Boat Festival, have all injected vitality into the economic development. In addition, traditional festivals can also promote cultural exchanges, attract foreign tourists, and enhance the country's international influence. However, traditional festivals also face some challenges, such as the gradual weakening of the festive atmosphere and the loss of traditional cultural connotation. This requires us to constantly examine and improve in the process of inheritance and development. On the one hand, we should increase the publicity of traditional festivals to arouse people's love for traditional festivals; on the other hand, we should pay attention to excavating and inheriting the traditional cultural connotation to combine traditional festivals with modern life and radiate new vitality. At the same time, to prevent commercial speculation, to ensure the cultural quality of traditional festivals. In this way, traditional festivals can play a greater role in modern society and contribute to the inheritance and development of national culture.

6.2 Inheritance and innovation of traditional festivals in modern society

On the one hand, people are committed to exploring and inheriting the cultural connotation of traditional festivals and carrying forward the national spirit. On the other hand, by integrating the characteristics of The Times and fashion elements, the traditional festivals are more dynamic and attractive.

In terms of inheritance, many traditional festivals, such as Spring Festival, Mid-Autumn Festival, Dragon Boat Festival, etc., have rich folk activities and cultural deposits. These festivals carry people's yearning for a better life and the expression of their feelings for home and country. Nowadays, more and more young people begin to pay attention to and inherit these traditional cultures, such as learning paper-cutting, Spring Festival couplets, making zongzi for the Dragon Boat Festival and dragon boat racing. In addition, various folk custom activities and cultural festivals have also been held to inherit and carry forward the traditional festival culture. In terms of innovation, traditional festivals are constantly incorporating modern elements to make them more contemporary and attractive. With the help of technology, such as virtual reality and drone light shows, traditional festivals are celebrated more colorful. At the same time, traditional festivals are also being combined with modern festivals, such as Valentine's Day, Christmas, etc., to meet the needs of modern people for festival diversity. In addition, many businesses have also launched creative products with traditional festival characteristics, such as customized moon cakes and cultural and creative gift boxes, to add fashion to traditional festivals.

7. The way to integrate traditional festivals with modern society

7.1 Education and inheritance

Through school education, community activities and other channels, strengthen the publicity and education of traditional festivals, so that the young generation can understand and inherit the cultural connotation and customs of traditional festivals. In terms of education and inheritance, schools can offer courses related to traditional festivals, so that students can understand the history, customs and folk stories of festivals. In addition, the school can also organize students to participate in community traditional festival activities, so that they can experience the festive atmosphere and cultivate their love for traditional culture. At the same time, parents are encouraged to participate, to jointly inherit and carry forward the traditional festival culture.

7.2 Media publicity

TV, newspapers, the Internet and other media will be used to increase the publicity of traditional festivals and raise the public's attention to traditional festivals. Media publicity is an important way to inherit and develop traditional festivals. Through TV, newspapers, the Internet and other media, the cultural connotation, customs and folk stories of the traditional festivals can be spread, so that more people can understand and pay attention to the traditional festivals. In addition, the media can also report on the traditional festival activities in various regions, so that people can learn about the festival customs in different regions and promote cultural exchanges. At the same time, the media are encouraged to innovate their publicity methods to attract more young people to pay attention to the traditional festivals.

7.3 Holding activities

Government departments, enterprises and public institutions, and social organizations can hold a variety of traditional festivals, such as the Spring Festival gala and the Dragon Boat Boat Race, to attract more people to participate. In terms of holding activities, government departments can organize large-scale activities such as Spring Festival gala and Mid-Autumn Festival party to show the charm of traditional festivals. Enterprises, public institutions and social groups can also hold various traditional festival activities, such as the Dragon Boat Festival, the Mid-Autumn Festival moon appreciation activities, to attract more people to participate. In addition, the people are encouraged to spontaneously organize festival activities to inherit the festival culture.

7.4 Integrate into tourism

Combine traditional festivals with tourism, and launch characteristic tourism products to attract tourists to experience the atmosphere and customs of traditional festivals. In terms of integrating into tourism, government departments can formulate policies to encourage tourism enterprises to develop traditional festival tourism products, such as Spring Festival temple fairs and Dragon Boat Festival dragon boat races. At the same time, tourism enterprises can also launch special tourist routes, so that tourists can experience the traditional festivals and customs of different regions during their journey. In addition, local governments are encouraged to use traditional festivals to attract tourists to experience the festive atmosphere.

7.5 Innovative forms

Modern elements are integrated into traditional festivals, such as using virtual reality, social media and other modern technological means, to innovate the celebration methods and activity forms of traditional festivals. In terms of innovative forms, virtual reality technology can be used to let visitors experience the atmosphere and customs of traditional festivals in virtual scenes. At the same time, social media platforms, such as WeChat and Weibo, are used to publicize and promote traditional festivals to attract more people's attention and participation. In addition, traditional festival activities combining online and offline activities, such as grabbing red envelopes online and guessing lantern riddles online, can also be held to attract young people to participate. Through innovative forms, the traditional festivals are more modern and attractive.

8. Conclusion

The integration and inheritance between traditional festivals and modern society is a long-term and complex topic. In the context of the rapid development of Chinese society, we should pay attention to the historical and cultural value of traditional festivals, pay attention to their changes and development in modern society, actively explore the integration of traditional festivals and modern life, and innovate the form and content of traditional festivals. Only in this way can traditional festivals better adapt to modern society, give full play to their important role in inheriting culture and enhancing national cohesion, and contribute to the prosperity of the Chinese nation and the great rejuvenation of the Chinese nation.

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