

# A Study of Ancient Chinese Celebrities and Economy and Culture

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**Abstract:** *With the study of ancient Chinese celebrities and economy and culture as the theme, this paper discusses the influence and function of ancient celebrities on economy and culture by combing and analyzing historical documents and related studies. Through the analysis of the life stories, ideas and times background of celebrities, the important position and contribution of them in the economic and cultural development are revealed.*

**Keywords:** *Ancient Chinese celebrities; Economy and culture; Influence; Function; Contribute*

## 1. Introduction

Ancient China has a long history, and many outstanding celebrities have emerged. These celebrities not only made remarkable achievements in the fields of politics, culture, art, etc., but also had a profound impact on the development of economy and culture. Their ideas, behaviors and values have played a positive role in promoting social and economic development and cultural prosperity. Therefore, the study of the relationship between ancient Chinese celebrities and economy and culture is of great significance for the in-depth understanding of Chinese history and culture and the exploration of the connotation of traditional wisdom.

## 2. The relationship between ancient Chinese celebrities and economy and culture

The macroscopical relationship between Chinese ancient celebrities and economy and culture is a field full of wisdom and creativity. With their talents and insights, they played a positive role in promoting the development of economy and culture and contributed to the prosperity and progress of ancient China<sup>[1]</sup>. Ancient Chinese celebrities, numerous and outstanding. They are writers, or politicians, or thinkers, or artists. Their names light up the long stream of history like twinkling stars. The macroscopic relationship between them and economic culture is reflected in their thinking and practice of social development.

First of all, ancient Chinese celebrities made great contributions to the prosperity of economy and culture through literary creation. They used the pen as the knife and the text as the horse, and wrote a series of magnificent poems and articles. These works are not only artistic, but also reflect the social and economic development of the time. For example, Du Fu and Bai Juyi in the Tang Dynasty, their poems depicted the prosperity of society and people's living conditions at that time, showing the prosperity and development of economy and culture. These literary works not only inherit the ancient culture, but also leave valuable historical materials for later generations, which is of great significance for the study of economic and cultural development.

Secondly, the ancient Chinese celebrities also promoted the progress of economy and culture through political wisdom. With their talents and insights, they participated in national politics, formulated policies, and provided guarantees for the prosperity of economy and culture. For example, Wang Shouren in the Ming Dynasty advocated the idea of "knowledge of material objects", emphasized the combination of practice and theory, and put forward the idea of "unity of heaven and man", which played a positive role in promoting the social and economic development at that time. Another example is Wang Anshi in the Song Dynasty, who carried out a series of reform measures, promoted agricultural production and commercial development, and laid the foundation for the prosperity of economy and culture. The political wisdom and reform measures of these celebrities not only affected the society at that time, but also provided valuable experience and reference for later generations of politicians.

In addition, the ancient Chinese celebrities also inspired people's creativity and innovation spirit through the inspiration of thought, and promoted the development of economy and culture. Their ideas

and theoretical systems provided new ideas and directions for the society at that time. For example, Confucianism emphasizes the relationship between human relations and moral norms, which provides guidance for the harmonious development of society. The Mohist thought of Mozi emphasized fairness and love, which promoted social justice and peace. Laozi's Taoist thought emphasizes nature and freedom, which provides a source for people's creativity and innovative spirit. The inspiration of these thoughts not only affected the society at that time, but also provided valuable wisdom and thinking for later thinkers and scholars.

In short, the macroscopical relationship between ancient Chinese celebrities and economy and culture is a field full of wisdom and creativity. Through literary creation, political wisdom and ideological enlightenment, they have contributed to the prosperity and progress of economy and culture. Their wisdom and insights became an important support for the economic and cultural development of ancient China, leaving precious wealth for later generations. It is because of their dedication and efforts that the economy and culture of ancient China can flourish and make a unique contribution to world civilization. Let us remember the greatness of these celebrities, pass on their wisdom, and inject new impetus and vitality into the development of our society.

### **3. Analysis of ancient Chinese celebrities and economic culture**

#### ***3.1 The economic thought and practice of ancient Chinese celebrities***

In the long history of ancient China, there are many outstanding celebrities, who not only have outstanding achievements in the political and cultural fields, but also have unique opinions and contributions in economic thought and practice. Their ideas and practical experience not only brought prosperity and progress to the society at that time, but also have important inspiration and reference for today's economic development. Confucius is one of the greatest thinkers in ancient China. He put forward such ethical and moral concepts as "benevolence loves others" and "self-denial and restoration of rites", which played an important role in the harmony and stability of society. However, Confucius' economic ideas cannot be ignored. He advocated "the people are the most valuable" and believed that the prosperity of a country is based on the happy life of the people. He stressed that the monarch should care about the people's livelihood and implement a policy of gentleness, humility and frugality to ensure the people's livelihood and well-being. This kind of thought had a positive impact on the society at that time and promoted the development of social economy. In the development of commerce in ancient China, there was one famous person who attracted particular attention, that is Shang Yang. Shang Yang was a representative legalist in the Warring States period. His economic thought and practice had a profound impact on the society at that time. Shang Yang advocated pragmatism as the guide, advocated "emphasizing agriculture and suppressing commerce", believed that agriculture is the foundation of the country, should strengthen agricultural production and increase farmers' income. At the same time, Shang Yang also encouraged the development of commerce, advocated free trade, broke the feudal economic system, and promoted commodity circulation and market prosperity. His series of reform measures made the economy of Qin booming and laid a solid foundation for the unification of Qin Dynasty. In the Tang Dynasty, there was a scholar official named Du Mu, whose economic thought and practice are also worthy of our reference. Du Mu argues that the state should lighten the burden of the people and reduce the tax in order to promote the development of agriculture and commerce. He also advocated economy and frugality, opposed extravagance and waste, and encouraged people to work hard to get rich. His views were widely spread and practiced in the society at that time, and made important contributions to the prosperity and stability of the Tang Dynasty. In addition to the above famous people, there were many other economic thinkers and practitioners in ancient China, such as Wang Anshi and Lu You. They all have unique insights and practical experience in economic development. Their ideas and practical experience, whether for the ancient society or for the modern society, have important inspiration and reference.

Looking back on the economic thought and practice of ancient Chinese celebrities, it is not difficult to find that their ideas and practical experience are based on the interests of the people, and pay attention to social fairness and stability. They emphasized the development of agriculture and commerce, paid attention to economy and frugality, and advocated fair competition and free trade. These thoughts and practices, both in ancient times and in modern times, are of great significance. However, we should also be soberly aware that the ancient economic thought and practice were produced under specific historical conditions, and there are differences with the modern society. We cannot simply copy the ancient experience to today, but according to the contemporary social situation and development needs, creative use of ancient wisdom, combined with modern economic theory and practice, to promote sustainable economic development. In today's society, we still need to pay attention to the well-being of the people, promote the development of agriculture and commerce, pay attention to economy and diligence, and

advocate fair competition and free trade. At the same time, in the context of globalization, we need to actively participate in international economic cooperation, expand markets, promote innovation and scientific and technological development, and contribute to economic prosperity and sustainable development<sup>[2]</sup>.

In a word, the economic thought and practice of ancient Chinese celebrities have left us valuable wealth and inspiration. In contemporary times, we should inherit and carry forward their spirit, make creative use of ancient wisdom, and make our own contributions to economic development and social progress. Only in this way can we achieve economic prosperity and social harmony and stability.

### ***3.2 Business management and innovation of celebrities***

Business management and innovation is a theme that spans time and space and is a key element of business success in both ancient and modern times. In ancient China, many famous people became legends in the business world with their unique business management and innovation ability. Their stories not only show the prosperity and development of ancient Chinese commerce, but also inspire our thinking and practice in modern business. For example, Hu Xueyan, an outstanding businessman in the Qing Dynasty, became a bright star in the business world with his unique business philosophy and outstanding business talent. His success is not only reflected in the accumulation of wealth, but also in his unique insight into business and the pursuit of excellence. Hu Xueyan deeply understands the nature of business, he believes that business is a kind of art, an art that needs wisdom and creativity. He not only focuses on the sale of goods, but also focuses on building a unique brand and providing quality services. His business empire is not only a huge shop, but also a temple of culture, attracting countless customers to taste and buy. Hu Xueyan's business philosophy can be summarized in three key words: innovation, quality and integrity. He always insists on innovation, constantly introducing new products and business models, so that his shops are always fresh and attractive. He pays attention to quality, strictly controls the selection and quality of goods, and only the best quality goods can enter his shop. He paid more attention to integrity and established a good business reputation with integrity as the cornerstone, making customers trust his shops. Hu Xueyan is not only a businessman, but also a socially responsible entrepreneur. He focuses on giving back to the community and is actively involved in philanthropy. His business empire is not only about the pursuit of profit, but also about the betterment of society and the benefit of the people. In addition, business management and innovation also need to have a good interpersonal relationship and the spirit of cooperation. In ancient times, businessmen often expanded their business by building good relationships. The Ming Dynasty merchant Shen Wansan is a case in point. By establishing close relationships with politicians and cultural celebrities of the time, he not only brought more opportunities for his own business, but also built a good communication platform for all sectors of society. His success is not only due to his personal business talent, but also because he has worked with celebrities in other fields to promote the development of business.

To sum up, the business management and innovation of ancient Chinese celebrities provide us with many valuable inspirations. Whether it is keen insight and risk-taking, creativity and flexibility, or good interpersonal and collaborative spirit, these are the key elements of business success. In today's business environment, we can learn from the experience of ancient celebrities, constantly explore innovative business models, actively respond to market changes, and cooperate with others to jointly promote the development of business. Only by continuous innovation can we stand out in business competition and achieve long-term prosperity of business.

### ***3.3 The integration of art, economy and culture of celebrities***

In the long history of ancient China, there are many famous people who have made important contributions to the integration of economy and culture with their outstanding talents and wisdom. They not only made outstanding achievements in the field of art, but also actively participated in economic activities and promoted the integration and development of economy and culture. Their stories, like paintings, show the beauty of ancient China's unique blend of art, economy and culture. In ancient China, one of the typical representatives of the integration of art and economy and culture is the literati painter. They are not only good at painting, but also have a deep understanding and involvement in the economy. By depicting natural scenery and social life, they combined art and economic activities to create a unique school of literati painting. Through their works, these painters convey their unique views on nature, society and economy, so that viewers can appreciate the art while also feeling the integration of economic and cultural beauty. A famous example is the Ming Dynasty painter Wen Zhengming. He is an excellent literati painter, but also an excellent economist. He used rich economic elements in his paintings, depicting scenes such as farmland, fishing villages, and city Wells, showing the prosperity of economic activities and people's lives. His works not only have artistic value, but also provide viewers with an understanding and reflection on the economic situation at that time. Wen Zhengming's art works, with its

unique style and profound connotation, become a masterpiece of economic and cultural integration. In addition to literati painters, ancient calligraphers also played an important role in the integration of art with economy and culture. As a treasure of Chinese traditional culture, calligraphy is not only artistic, but also widely used in economic activities. Ancient calligraphers were often hired by powerful businessmen and government officials to write trademarks, advertisements, and propaganda for them. Their calligraphy works, with their unique artistic style and exquisite skills, have injected a strong cultural atmosphere into the integration of economy and culture. One famous calligrapher was Yan Zhenqing in the Tang Dynasty. He was not only an outstanding calligrapher, but also an important politician and economist. His calligraphy works have become one of the representatives of economic and cultural integration with its bold and atmospheric brushwork and vigorous momentum. Yan Zhenqing's calligraphy works are not only highly appreciated in the art market, but also bring wealth and reputation to merchants and government agencies in economic activities. The integration of economy and culture in ancient China is not only reflected in the field of art, but also fully demonstrated in literary creation. Many ancient literati, with their profound cultural heritage and keen insight into economy, created a series of literary works with economic significance. These works, with their unique artistic style and ideological connotation, enrich the connotation of economic and cultural integration. A typical example is the Song Dynasty writer Su Shi. He was not only an outstanding writer, but also an important politician and economist. His literary works have made important contributions to the integration of economy and culture with its profound thought and concern for social and economic issues. Su Shi's poetry, prose and other works, with its beautiful style and profound connotation, expressed his yearning for economic prosperity and people's happiness, and became the classic works of economic and cultural integration.

The integration of art, economy and culture of ancient Chinese celebrities shows the profound and unique charm of ancient Chinese culture. With their outstanding talents and wisdom, they have made important contributions to the integration and development of economy and culture. Their works, like paintings, show the beauty of ancient China's unique artistic style and the integration of economy and culture. The stories of these celebrities will inspire us to continue to explore and inherit the way of economic and cultural integration in ancient China, and contribute to contemporary economic development and cultural prosperity.

### ***3.4 Using art to explore economy and culture***

First of all, the ancient Chinese celebrities explored the path and mode of economic development through the expression of literature and art. With their unique vision and in-depth thinking, they revealed the laws and characteristics of social economy. For example, Su Shi, a writer in the Song Dynasty, showed the prosperity of society and economy at that time with his bold writing and brilliant works. His poems depict bustling cities, busy merchants' luggage, and the prosperity of folk commerce. Through his works, we can feel the vitality and potential of economic development at that time, and we can also see the integration of business and culture, which provides an important reference for the development of economy and culture.

Secondly, the ancient Chinese celebrities promoted the prosperity and exchange of economy and culture through the creation of art. With their talent and charm, they have attracted a large number of talents and resources, and promoted the integration and development of local economy and culture<sup>[3]</sup>. For example, the Tang Dynasty poet Du Mu, with his graceful style and unique talent, attracted many scholars to communicate and create. The gathering of these literati not only promoted the prosperity of literature and art, but also provided an important driving force for the development of economy and culture. Their works inherited the essence of ancient Chinese culture, promoted economic and cultural exchanges and dissemination, and left valuable wealth for later generations. In addition, the ancient Chinese celebrities also shaped the image and atmosphere of economy and culture through artistic expression. With their works and images, they show the characteristics and values of economic culture. For example, Tang Yin, a painter in the Ming Dynasty, with his dashing style and unrestrained personality, created many works depicting city life and commercial prosperity. His works are full of life and commercial vitality, showing the prosperity of society and economic development at that time. Through his artistic image, we can feel the charm and vitality of economy and culture, and also see the integration of business and art, which has injected new vitality and impetus into the development of economy and culture.

To sum up, it is an important and meaningful topic to study the use of art by Chinese ancient celebrities to explore economic and cultural development. By studying their works and the meaning behind their creation, we can better understand the development trajectory and characteristics of ancient Chinese economy and culture. At the same time, it also provides reference and inspiration for our contemporary economic and cultural development. By learning from the experience and wisdom of ancient celebrities, we can better promote the development of economy and culture and make greater contributions to the prosperity and progress of society. Let us remember the artistic exploration of ancient celebrities, inherit their wisdom and spirit, and inject new vitality and impetus into China's economic and

cultural development.

### 3.5 Diversifying creative themes

First of all, an important reason why ancient Chinese celebrities used economy and culture to create diversified themes is that economic development and cultural prosperity promote each other. In ancient times, economic prosperity provided the material basis and social conditions for the development of culture. For example, the prosperous economy of the Sui and Tang dynasties provided more creative opportunities and space for literati, who could show the prosperity of the society at that time by depicting commercial activities, market customs and other themes. At the same time, these works have in turn promoted the development of the economy and become an important factor in promoting the prosperity of economy and culture.

Secondly, the ancient celebrities created diversified subjects through economy and culture, which also reflected their deep understanding of economy and culture. Through their observations and reflections on economic phenomena, they incorporate various details and phenomena in economic activities into their works. For example, in Tang Dynasty poet Du Mu's *Autumn Night will Dawn out of the fence gate to welcome the cool Feeling*, he depicted the scene of farmers working at night, expressing his praise for agricultural production and concern for economy. This kind of in-depth observation and understanding of economic phenomena makes the works of ancient celebrities more real and vivid, and has far-reaching social significance. In addition, the ancient celebrities use economy and culture to create diversified themes, which is also the embodiment of their creativity. They not only described economic phenomena, but also endowed economic activities with beauty and artistry through their own creations. This painting is not only a record of economic activities, but also a combination of economy and culture through artistic techniques, making the work more aesthetic value and artistic appeal.

Finally, the ancient celebrities use economy and culture to create diversified themes, but also to inherit and promote Chinese culture. Economy is an important cornerstone of the development of a country and a nation, while culture is the spiritual pillar of a country and a nation. By passing down works that combine economy and culture, ancient celebrities have not only left a valuable cultural heritage for future generations, but also made important contributions to the inheritance and development of Chinese culture. These works are not only the integration of economy and culture, but also the treasures of Chinese culture, passed down from generation to generation, and will never be erased.

To sum up, the use of economy and culture by celebrities in ancient China to create diversified themes is not only a true record of the social economy and culture at that time, but also a demonstration of their profound understanding of economy and culture and creativity. These works not only reflect the attention and thinking of ancient celebrities on economy and culture, but also provide valuable cultural heritage and inspiration for future generations. By studying these works, we can better understand the economy and culture of ancient society, and we can better inherit and develop Chinese culture.

## 4. Conclusion

The study of ancient Chinese celebrities and economic culture provides important clues for us to understand the historical context and cultural connotation of ancient social and economic development. Their ideas, business and artistic contributions have played an important role in promoting economic and cultural development and prosperity. Therefore, we should strengthen the study and excavation of ancient celebrities, and further explore their influence and role in the economic and cultural field, in order to better inherit and develop China's economic and cultural heritage.

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